

# THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 12.

NEW YORK AND CHICAGO, SEPTEMBER 16, 1911.

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SIX MONTHS, \$1.00

## OFFICE FURNITURE

Definite Plans for a Meeting of the Manufacturers Will Soon Be Announced—To Form a National Association.

**A**NNOUNCEMENT is made by the committee appointed at the recent meeting of office furniture manufacturers in Grand Rapids that definite plans will soon be announced for the meeting to be held in Buffalo in October during the Stationers' convention. It is planned to have several prominent speakers present and explain the advantages that have accrued to other industries through organization and the dinner will resolve itself into a meeting for the general discussion of the topic in hand. The movement has proved to be popular in the trade and manufacturers are taking a lively interest in the progress of affairs. The idea of an organization in the office furniture trade is necessary and its need has been felt for a long time. There are many things in connection with the business that could be improved by concerted action and manufacturers realize that a number of good things will come out of the establishment of a friendly relation among members of this important industry.

### BENEFITS OF ORGANIZATION.

Within recent years the sale of business furniture has taken on a different aspect from former years and with the more highly specializing of this field it has been necessary to market the goods in a different way. While the regular furniture dealer is still selling desks and office furniture there is a tendency toward the establishment of exclusive stores for the sale of office equipment. This evolution of the field produces specific problems for solution and manufacturers realize the necessity of concerted action to make the best of the advantages offered by the trend of present day affairs. An association of manufacturers would do much toward bringing about better conditions for retailers as well as for the makers themselves.

### EDUCATION THE FUNDAMENTAL IDEA.

The fundamental idea of the proposed organization is that of education. The general public is not sufficiently educated to the necessity of giving more attention to office furniture and equipment and by all makers joining hands much good work can be done along this line. The social feature of organization will be emphasized for one of the greatest benefits that has come to other lines of manufacture has been through the social intercourse of its members. When men in an industry get acquainted with each other and begin to pull together they soon find that they are the gainers, whereas, under any other arrangement, working at cross purposes fails to bring about good results. The perfecting of the Office Furniture Manufacturers' Association will promote good fellowship among the men in the industry and this will have its effect.

### A COMMITTEE AT WORK.

The committee elected at the Grand Rapids meeting have had two meetings since the gathering and are at work on final plans for the Buffalo affair. A letter goes out to the industry this week on the subject and this will be followed by another giving added details as to progress made. The formal invitations will be sent out about a week before the meeting. It is impossible to announce the exact date of the Buffalo meeting on account of the difficulty in getting a suitable banquet room, but it is expected that arrangements will be made to meet at the Hotel Statler, Thursday night, October 12.

### Interested in Figuring Cost

The question of cost finding which was recently brought to the attention of the Stationers' Association of New York by the Publicity Committee of that organization is one in which the stationers of the whole country are deeply interested, as can be seen from the following postscript to a letter just received from J. D. Van Volkenburgh, of Delta, Col.

"I am very much interested in the article (Figuring Cost) and hope same will be thrashed out so all can understand."

## FREIGHT RATES UP

Under the Guise of Making Their Classifications More Uniform the Western Railroads Advance Freight Charges.

**R**ELIABLE advices received in New York this week from Western interests indicate that considerable dissatisfaction exists among large shippers of freight in Chicago and elsewhere because of advances made by railroads in rates under the guise of changes intended to bring about a greater approach of uniform classifications. The statement of these shippers is that in their judgment an important and in some directions a diffused advance of freight rates is being produced and is likely to be effected in this manner. It is said by these shippers to be the plan of certain of the railroads to carry the plans still further than they have thus far done, and the Western classification committee which has been holding a meeting in Chicago during the past few days is believed to have determined upon some important changes of the kind indicated.

### Corporation Tax Returns

The American Association of Public Accountants, through its committee, of which Robert H. Montgomery is chairman, has met a strong response to its movement for amending the corporation tax law so as to permit corporations to make their returns to the Commissioner of Internal Revenue as of the close of their individual fiscal year. A bill with this purpose is now being prepared and will be introduced into Congress at the opening of the December session. The amendment, if carried into effect, will undoubtedly be of considerable benefit to the large number of corporations whose fiscal year ends on a date other than December 1. Since the law went into effect the inconvenience and additional expense imposed on corporations have been found to be serious. It is to be hoped that the proposed amendment is made.

## SHOWING UP WELL

**Chicago Stationers Say That the Early Fall Trade Is Starting in All Right—The Outlook Is Very Good.**

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Sept. 12, 1911.

The improvement in stationery lines heretofore noted has continued throughout the past week and dealers, with few exceptions, say that the early fall trade is showing up well and indications are good that the improvement will continue as the season advances. While crops experienced a falling off in estimates, prices are better and the money value is fully up to that of last year. Building operations in the city are being conducted on a much larger scale than a year ago, and there is a stronger feeling of confidence in the future of business than existed two or three months since.

### MEETING OF LOCAL ASSOCIATION.

The executive members of the Chicago Stationers' Association met at luncheon at the Grand Pacific Hotel yesterday at one o'clock and discussed matters of interest to the membership, principally the forthcoming meeting of the National Association at Buffalo in October. In line with this matter, a meeting of the membership of the city association has been called in accordance with the following notice:

Dear Sir:

A meeting of the Chicago Stationers' Association will be held Thursday evening, September 21, at the Grand Pacific Hotel, at 6:15 p. m. sharp.

Dinner (informal) will be served (without expense to members) promptly at the hour mentioned, to which are invited all members of the association, including executive, auxiliary and individual. The Chicago representatives of the trade press are also invited to be present.

The meeting is called for the purpose of discussing the annual convention of the National Association of Stationers and Manufacturers to be held in Buffalo during the week of October 9, and a full attendance is requested.

As the secretary will have to arrange with the hotel in advance of the meeting for the number to be provided for, will ask you to kindly advise him of your intention to be present, using the addressed postal card enclosed herewith.

Yours very truly,

FLETCHER B. GIBBS, President.

A. E. RIDDLE, Secretary.

It is expected that a full attendance will be present at the meeting, which will afford an opportunity to make suitable arrangements for attendance at the convention, and derive a general idea of the number who purpose attending.

### A NEW STATIONERY STORE.

A new stationery and printing establishment has been started at 225 W. Van Buren street under the style of the Progress Printing Company, which just recently organized for business.

J. C. JOHNSON & BENEDICT.

J. C. Johnson, of the Monarch Stationery Company, has just joined the ranks of the Benedicts, and left on Saturday last, accompanied by his bride, on a three weeks' trip to the East. The happy couple will visit Niagara Falls, Toronto, Montreal, Boston and other Eastern points. The many friends of the young people are extending their sincere congratulations.

A. E. Eggert, Chicago manager of the Yawman & Erbe Mfg. Co., will leave on Saturday for Pittsburgh, where he will be engaged in the transaction of business for about a week.

The many friends of L. G. Stevens will be pleased to learn that he has sufficiently recovered from a somewhat serious illness of several weeks' duration to again take up his duties on the road for the Carter's Ink Company.

A. J. Moore, representing the Spencerian Pen Company, has been interviewing Chicago stationers this week.

S. E. Baxter, representing the Cushman & Denison Mfg. Co., has been having his usual success in securing orders from Chicago stationers this week.

Richard Benedict, representing the Hampshire Paper Company, South Hadley Falls, Mass., is scheduled to arrive here on Thursday next. THOMPSON.

### Bainbridge Board of Trade Delegate

At a meeting of the Board of Trustees of the Stationers Board of Trade of New York, held on Tuesday of this week, Henry C. Bainbridge, president of the board was appointed the delegate to represent the board at the annual convention of the National Association of Stationers and Manufacturers to be held at Buffalo, N. Y., October 10, 11, 12.

### A Subscriber for Twenty-Six Years

C. G. Wiant, bookseller and stationer, of Marion, Ohio, in sending a remittance for his subscription to THE STATIONER, writes as follows: Lockwood Trade Journal Co., New York City,

Gentlemen:—Enclosed draft if I remember rightly pays for my subscription to THE AMERICAN STATIONER for the 26th consecutive year. That fact surely testifies to the esteem your publication is held in by the writer—and I only wish every item of expense charged off in that time was as productive of results.

Very truly yours,

(Signed) C. G. WIANT.

September 9, 1911.

### Fine Art Cards

Attention is called to the full page advertisement of H. L. Woehler, of 31 Union Square, New York, which appears on page 15 of this issue. In it will be noted an unusual offer on the part of Mr. Woehler to show his lines of Easter, St. Valentine and St. Patrick's Day cards to responsible dealers who may be interested. This he proposes to do by sending out for inspection sample assortments of novelties, letters, folders, dinner and other fine art cards the same to be returned prepaid after the dealer has made his selection.

The Woehler cards are artistic, exclusive in design, original in verse and sentiment and the color scheme most effective. The stock is of the highest grade and the embossing shows the finest execution.

As cold black and white can not do justice to his products. Mr. Woehler has discontinued the use of cuts in showing his cards, as the quality of the embossing and the high-class finish that makes the cards so effective cannot be brought out by the ordinary method of illustration.

There are two series in Mr. Woehler's Easter, Valentine and St. Patrick's cards, No. 1, the art numbers, and No. 2, the humorous ones.

There are three series in the Easter cards, all original and by artists of reputation. The quotations, verses and sentiment are fitting to the design and many are from the pen of Mr. Woehler himself, who has won a name for originality.


In the Valentine line there is an assortment of 25 catchy designs, all possessing originality in drawing and sentiment. The humorous numbers are excellent, each one being worthy of an extended description.

It would really take pages to tell of the goodness of the Woehler cards, for each one is a gem. There is a special Dutch greeting series, bearing German text that are charming.

The folders, daintily matted and ribboned novelties, Easter, Christmas and New Year letters and calendars all bear the stamp of originality in design and make-up. There are dinner cards equally dainty, for the above occasion. The Woehler cards are \$3 the 100, or \$25 by the 1,000. The packing is in attractive boxes, 100 in a box, assorted, and the cards are all banded. In the novelty line the retailing is 10 and 15 cents, but the value is much greater. Samples, returnable after inspection, will be sent to responsible firms.

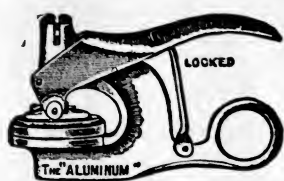
The aggressive retail salesman never has something "just as good." Instead, he always has something much better and, what is more, he is able to prove it.

Confidence begets courage, and the salesman who has confidence in the things he has to sell, will have the courage to meet any situation.



**Crane's Ladies' Stationery.**  
 Of well-known Merit  
 Yield a Profit to Dealer  
 Sold by Booksellers  
 — and Stationers  
**Z. & W. M. CRANE**  
 Dalton, Massachusetts, U.S.A.

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE  
**MOST POPULAR POCKET SEAL ON THE MARKET**

**The "ALUMINUM"**

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date  
 Dealers, or Write to

**MEYER & WENTHE, Engravers,** For Trade Discounts, 31 N. Dearborn Street, CHICAGO

**MILLER BROS.' INK ERASERS** are the Standard



Made in  
 different shapes  
 and handles  
 of all styles

For sale by all leading Jobbers and Commercial Stationers



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

**TYPEWRITER RIBBONS and CARBON PAPER**

*We* can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

**MITTAG & VOLGER, Inc.**

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories. PARK RIDGE, N. J.  
 BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.  
 AGENCIES in every part of the world—in every city of prominence.

## BUSY AT THE HUB

The Stationers Have Been Very Busy Selling School Supplies—Cool Weather Helps Business Starts Early.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, September 12, 1911.

The largest share of business done during the past week in supplying the needs of hundreds of thousands of school children who resumed their studies yesterday after many weeks of vacation. This activity created by the pupils had its effect on other lines and greatly increased the business on staples. The weather during the past week has been exceptionally cool for this time of the year and has greatly hurried the public into making purchases for fall wear which naturally has tended to give general business a much earlier boom than is usual at this season. Wherever one goes, inquiries as to present business conditions as well as to future outlook, he finds the trade universally of a most optimistic opinion. In fact, the traveling men during the past week report most favorable the conditions as they found them in the city, and there is an atmosphere of general satisfaction existing throughout the entire trade. The demand for commercial stationery has greatly improved, cash sales are more numerous and legal stationery is continuing to be called for more than heretofore. The only noticeable falling off has been in the sale of post cards, souvenirs and novelties.

### WEATHER IN GREAT VARIETY.

W. B. Keith, of J. H. Daniels & Son, well-known producers of "Quality" holiday cards and novelties, has been spending the past two weeks in the White Mountains at Bethlehem, N. H. As the weather in Boston this week has been of the arctic quality and the week previous was a con-

stant pour, we have had the opportunity of hearing Mr. Keith express himself on weather conditions as he found them on the top of Sugar Loaf.

The Vose-Swain Engraving Co. has moved into its new quarters at 530 Atlantic avenue, where with nearly double the floor space of its old location the company will now be enabled to handle its growing business.

George H. Reed, of the school department of the Joseph Dixon Crucible Co., of New Jersey, accompanied by Mrs. Reed, passed through Boston in his automobile last Wednesday, heading for Southport, Me., where he intends to make a month's stay enjoying himself with a fishing rod.

Messrs. Beetle & Maclean, New England agents for the Tuttle Press, Appleton, Wis., and agents for several other stationers' specialties, have taken the agency for the Denny tags made by the Denny Tag Co., of West Chester, Pa.

Commencing last week the local stationers resumed their long business days and discontinued their Saturday half-holidays.

The Farrington Press and the Lord Publishing Co. have moved their business from their old location on Beach street to new and more commodious quarters at 530 Atlantic avenue, formerly the Library Bureau Building. In their new quarters they occupy the entire floor which is conveniently arranged to take care of their manufacturing as well as selling and office departments.

### GEORGE W. ELIOTT IN NEW POSITION.

One of the big surprises in the trade today was the announcement that George W. Elliott, buyer for the wholesale department of the Samuel Ward Co., had resigned his position to take effect immediately. Mr. Elliott, after a service of twenty years with Samuel Ward Co., leaves his old position to become manager of the New England

News Co., succeeding Bertram Leavitt, who goes to Providence to become general manager of the Rhode Island News Co. Probably not a traveling representative who has visited Boston during the past twenty years but who has come in contact with Mr. Elliott and he counts his friends legion among the selling representatives of the stationery trade, and those with the many friends whom he has made during his association with Samuel Ward Co. will wish him the best of success in his new connection.

Fletcher C. Williams, representing Culbert & Co., of New York, manufacturers of leather goods, had sample rooms at Young's Hotel for several days during the past week, where he showed many attractive and new leather lines.

Herman F. Jans, president of the Pomeroy Ink Company, of Newark, N. J., called on the local trade this week. It is needless to say that his many friends here were glad to see him.

A. M. Holbrook, representing Mittag & Volger, of Park Ridge, N. J., well-known manufacturers of carbon papers, has sent advanced notices of his expected round-up of the local trade about September 15.

A. A. TANYANE.

The advertising columns of the trade press will be found as interesting to the live merchant as are the literary pages, because in them will be found information bearing directly on articles wanted perhaps immediately by the reader. There is probably no other class of merchandise that is so continually changing as is the stationery line. New and improved articles are coming forward so frequently that the stationer who wants to be in the running has to avail himself of all possible means of keeping himself posted. One of the best means is to read the trade paper—both advertising and news matter.

## A VAST DIFFERENCE

exists between a big stock and a salable stock. In making up the Whiting Line of Correspondence Papers and Papeteries we are careful to avoid being deluded by passing fads which are in violent contradiction to the dictates of good taste. Every production must maintain the prestige of our goods and speak for our experience and good judgment. The trade has learned to appreciate this fact and dealers who sell Whiting Papers realize the full meaning of the phrase,

## WHITING PAPERS ARE STANDARD

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

**TOWER MANUFACTURING & NOVELTY CO.**  
 306-308 BROADWAY NEW YORK CITY, N. Y.  
 IF IT IS "STATIONERY," WE HAVE IT

**STATIONERY AND SCHOOL SUPPLIES**

We Carry a Complete Line of STATIONERY and SCHOOL SUPPLIES.  
 Place your REORDERS with us now for immediate shipment.

(DO NOT WAIT UNTIL IT IS TOO LATE)

Prompt and efficient service is our motto.



**F. WEBER & CO.** 1125 Chestnut St., Philadelphia, Pa.  
**ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES**

"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.

"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of **Mathematical Instruments** for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefel and Richter brands.

**SCHOOL WATER COLORS**

*General Catalogue of Artists' Materials, Vol. 325, Mailed on Request*

**WHEN**

We put our trade-mark on a Blank Book we look upon it as a moral obligation that the book will "make good"—has the wearing qualities.

That has been our policy for over 71 years, so that the dealer and consumer alike, know that when they buy a SHAW Blank Book, they are getting just what we represent it to be—

**NO BETTER MADE**

Ask Any First-Class Stationer

**The J. G. Shaw Blank Book Co.**

261 - 267 Canal Street, New York

1840



1911

**TYPEWRITER RIBBONS FOR ALL MACHINES**



**CARBON PAPER**

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

**MULTIGRAPH, PRINTOGRAPH, WRITERPRESS**

Ribbons with Perfect Match Typewriter Ribbons

*Write for Samples and Prices*

**THE BUCKEYE RIBBON AND CARBON CO.**

311 St. Clair Ave., N. W.

Cleveland, Ohio

There's Money  
 For You  
 in the  
**U. S. Treasury**  
 Inks, Mucilage and Paste  
 Order Now  
 Wm. A. Davis Co., Mfrs., Boston  
 Send for Catalogue  
 MILES S. RICHMOND, TREAS.

## QUAKERS ACTIVE

Philadelphia Stationers Are Enjoying a Good Trade—Conditions Are Said to Be Unusually Sound and Healthful.

(From Our Regular Correspondent.)

PHILADELPHIA, September 13, 1911.—Not for years has early September found the trade in such a sound, healthful condition as it is this year. Though the schools opened towards the end of last week, school business continues seemingly unabated. Every jobber comments with smiling face upon the very large volume of reorders he finds in every mail, and which are brought to him by telegraph and by personal appeal. Out in the country districts stocks are reported to be depleted and the retailers are now making every effort to replenish their exhausted stock. In town the raid of the school children has not been quite as heavy, but even here reorders have been many.

### COMMERCIAL STATIONERS' BUSY.

The school business affects, however, only a part, if the larger one of the jobbing trade. The pleasant feature of the situation is the very great revival in business among the bank and commercial stationers. All summer long they have been dull. Even the first few days of September brought little or no change. But now that September is advancing there would seem to be a determination on the part of buyers to make up for lost time. Every jobber and all the centrally located retailers report a demand for commercial stationery in excess of their anticipation. It is a fact even that demand is so insistent that the buyer does not wait for the periodic visit of the solicitor but uses the mail or the telephone to send in his orders. While THE STATIONER representative was chatting to the head of one house the conversation repeatedly was interrupted by telephone calls and orders, and from patrons from whom no business had been received since early summer and from whom none was expected at this time. The great textile district which is the back-

bone to Philadelphia's manufacturing pre-eminence, is throbbing with activity, and the trade is in turn receiving its full share.

### A SEASON OF ACTIVITY LOOKED FOR.

Indications point to a long season of good times ahead. Thus, for instance, George E. Mousley has already a force of twenty-two girls engaged in the manufacture of Xmas stockings of which he had made a specialty and this week will send his second consignment to South America. Although he has just installed himself in his new double home on Market street, he finds it too small to accommodate the Xmas business which is looming up, and for that reason is hunting about for an annex during the holiday season. In a general way there is preparation for expansion everywhere.

The William Mann Company among others is arranging for additional room, and this week artisans are renovating and altering the first floor rear show room in order that a larger display of filing cabinets may there be made. The Christeson Company is also preparing for additional business.

Ray Martin, of Boorum & Pease, called en route to the West.

John Selden, of the National Blank Book Company, has just started on his fall trip, and therefore paid the city a visit.

Tom Harbottle, of Kimpton, Harbottle & Haupt, was another of the well-known visitors.

The Manco Club, that social organization of the William Mann Company, which has done so much to develop good spirit and team work, will hold the last of its outdoor meetings next Saturday at the Old Mohican Club House, Morris Station on the Delaware. The afternoon has been set aside for athletic contests, the feature being the final game between the single and the married men, the latter after persistent training hoping to reverse previous defeats. There will then be a business meeting and afterwards a supper. The Manco Club proposes during the fall and winter to continue its meetings around the banquetting board.

W. B. Snyder, of the White & Wyckoff

Manufacturing Company, is expected next week with an attractive fall line.

The Faultless pen and pencil holder, which L. D. Van Valkenburg, of Holyoke, Mass., is placing on the market here, is reported by the trade to be an excellent seller.

E. R. G.

## OBITUARY

CHARLES H. AMES.

While dining at the City Club in Boston on Saturday of last week, Charles H. Ames, secretary of the publishing firm of D. C. Heath & Co., fell dead on the floor.

Charles Henry Ames was born in Boscawen, N. H., February 5, 1847, the son of Nathan Plummer Ames and Elvira (Coffin) Ames. He was graduated in 1870 from Amherst College with the degree of A. B. and three years later received the degree of A. M. He was married in Lakewood, Ill., to Miss Henrietta Burton Hunt on September 21, 1887, and is survived by her and four children.

He had been for many years secretary and a director of the firm of D. C. Heath & Co. and the Prang Educational Company.

### A Record Breaker

The 1912 edition of Lockwood's Directory, the thirty-seventh annual number, which is just from the press, and first copies of which are being sent out this week, is a record-breaker in every particular. It is the biggest in the total number of pages; it carries a greater amount of actual cash advertising, and a larger number of advertisers than any previous edition. There are also in hand a larger number of advance orders for this edition than for any previous edition—all of which indicates how Lockwood's Directory is regarded by advertisers and subscribers.

There is no better index or barometer of the growth and condition of the paper industry than Lockwood's Directory. This edition shows a healthy condition of the paper trade industry in general, which will undoubtedly be gratifying to all in this great industry as well as to the publishers.

**VENUS**  
PERFECT-PENCILS

**VENUS PENCILS**

17 BLACK DEGREES—6B TO 9H  
2 COPYING DEGREES—MEDIUM AND HARD

Your Stock is Incomplete Without Them

**AMERICAN LEAD PENCIL CO., 75 WEST 4th STREET, NEW YORK**  
173 LOWER CLAPTON RD., LONDON, N. E.

Also Manufacturers of "MILO" Absolutely Pure RUBBER BANDS

(CORRESPONDENCE SOLICITED)

# THERE IS NO BETTER

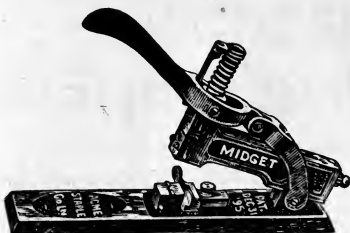
proof as to the usefulness, reliability and all around excellence of an

## ACME FASTENER

than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.

MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



PATENTED



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.



## You Cannot Sell What You Haven't in Stock

If you are not carrying a sample line of our

### Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

## LOOK FOR YOURSELF

Place one of Mabie, Todd & Co.'s gold pens—together with a pen of any other make—under a powerful magnifying glass, and carefully examine the points. You will then realize more fully why M., T. & Co. have an unrivalled reputation for gold pen making.

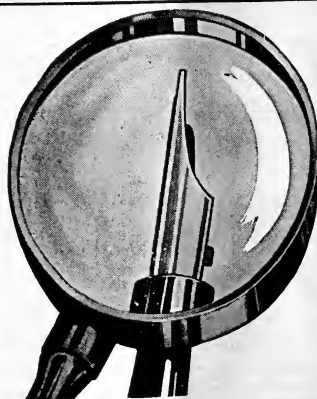
LET US SEND YOU A SAMPLE TO TEST AND EXAMINE. WE SOLICIT YOUR CRITICISM.

PRICES FROM \$2.50 UP.

### MABIE, TODD & CO.



17 Maiden Lane, New York.  
209 So. State St., Chicago.  
124 York St., Toronto.



The gold pen is the basis of value in any Fountain Pen. The

## SWAN SAFETY

Fountainpens are fitted with

### MABIE, TODD & CO.'S GOLD PENS

Ladder Under Feed.	Perfect Flow.
Gold Top Feed.	No Shaking—No Blotting.
Patent Screw Cap.	Pen Cannot Leak.

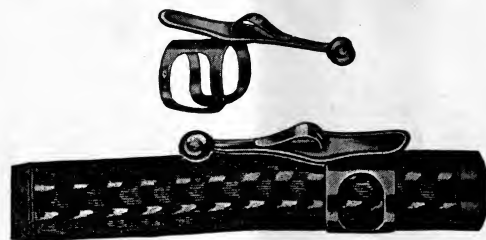
All combining to make the "Swan Safety" worthy of your serious consideration.

LET US SEND YOU A SAMPLE TO TEST AND EXAMINE. WE SOLICIT YOUR CRITICISM.

## The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

# 150 YEARS IN BUSINESS

In order to commemorate  
this event

**A. W. FABER**

is placing on the market  
exceptionally high grade

## "JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices.  
Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

**A. W. FABER**

Established 1761

Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

## NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.



OPEN

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

**D. W. BEAUMEL & CO.,** Office and Factory, 35 Ann Street, New York

3 Sizes  
Retail  
from  
\$1.50  
to  
\$3.50.

Plain,  
Chased  
and  
Gold-  
Mounted.

We Have Moved Our Brooklyn Factory and  
New York Office and Salesrooms to

**316 HUDSON STREET (Near Spring Street)**

OUR NEW TELEPHONE NUMBER IS 7697 SPRING

*A Complete Stock of All Numbers on Hand*

**GRESHAM BLANK BOOK COMPANY**

"SUPERIOR" BLANK BOOKS

**316 HUDSON STREET :: NEW YORK**



# RUBY

# RUBBER BANDS



## TRADE ITEMS

According to the reports from the big centers this week retail stationers are unusually busy caring for the wants of the school children and waiting on many of their regular customers who have returned from their summer homes. This early Fall trade has had its effect on staples with the result that the total sales for the week have been larger than since last June. The jobbers have also been very busy filling re-orders on school goods and to some extent on their regular goods. Commercial stationers are beginning to feel the effects of the revival in general business which takes place at about this time each year. From what the retailers and jobbers say one would conclude that the outlook was exceedingly good and that there was no cloud in the commercial sky. The fact is, though that general business is not in very good shape, most people being extra conservative in their purchases for fear of getting overstocked. Stated briefly, the political situation is the big bear element at present. The fact that the politicians are fighting the 1912 campaign one year in advance has disturbed general business with the result that things are not in as good shape as they should be, everything considered.

Conspicuous in a good position in the "Greater Savannah" issue of the morning edition of the Savannah, Ga., Morning News of September 2 is the advertisement of the Nathan Coleman Company, office outfitter and stationer, of that city. While the lines of the Globe-Wernicke Company and the "Ideal" fountain pen of the L. E. Waterman Company are featured in the "ad," still the principal things carried by a first-class stationery house are not forgotten. The enterprise of The Nathan Coleman Company in calling attention to its

stock is to be commended to the attention of the large retailers as a good example to follow.

The principal of a school in a South American city desires samples, prices, and terms of payment on an order for about 700 school books in Spanish, covering the subjects usually taught in grades one to eight; also catalogues of school supplies, except desks, showing prices and terms of payment. Further information can be obtained by addressing "Inquiry No. 7274, c/o Bureau of Manufactures, Washington, D. C.

The Baltimore Enamel and Novelty Company has awarded a contract to erect a one-story addition to its plant at the northwest corner of Wodall and Clement streets, that city. The G. E. Painter Company are the architects.

John G. Lauer, of Pittsburgh, Pa., who died last week in that city, was for many years engaged in the toy and fancy leather goods business; his store of recent years being located on Liberty avenue, that city. Mr. Lauer was said to be the largest toy dealer west of New York.

The making of lead pencils in the United States did not begin until 1800, says an Exchange. Now we make all our own pencils, hundreds of millions of them, and ship a vast quantity abroad. One of the reasons of this vast growth is our plentiful supply of graphite and cedar wood. Germany was the pioneer country in lead pencil making, which accounts for the German names in our own manufacture, carried on by men who came here from Germany.

A report from an American consular officer in the Far East states that a local business house would like to receive catalogues, price lists, discount sheets, etc., of sectional bookcases. The head of the firm recently called at the consulate on business and was

much impressed with the cases used, requesting the officer to secure for him catalogues and detailed particulars. Replies should be addressed "Inquiry No. 7225, c/o Bureau of Manufacturers, Washington, D. C.

After an investigation for weeks by the New York Police Department and detective agencies in an effort to check the theft of valuable books from various book stores in the city, three men were arrested on Monday and charged with grand larceny, the specific accusation being the theft of books valued at \$80 from Bretano's store. The books taken have been of the more valuable kind. It was believed two or three men were working together and while one was engaging a clerk in conversation or in search for a certain book the other man would slip a valuable work under his coat. Some of the books taken from Bretano's have been sold in a book store in Fifty-ninth street, New York, and the police had asked that they be notified whenever another book of the kind was offered for sale. On Tuesday afternoon a man who gave his name as Otto Wurm and said he was a graduate of a German University and had been educated in a school for officers with the intention of going into the army, offered a book for sale, which was later identified as having come from Bretano's. Word was sent to the East Sixty-seventh street station, and Sergeant Deagen and Policemen McMann and King went to the store and arrested Wurm. He said he was going to meet a man who worked with him at the Garden Theatre, and the policemen went there to watch for the second man. A man who gave his name as Charles Decker came up to Wurm, and the policemen grasped him as a book fell from under his coat. It was entitled "Secrets of the Orient." Later a man who gave the name of Bernhard Arenz and said he was a financial clerk was also ar-

# Correspondence Paper Fashions

change from season to season. There are always new finishes, textures, and tints in papers, and new shapes in envelopes. The line which sets the fashion is Hurd's Fine Stationery.

The papers with "Hurd's Name on the Box" embody the three essentials—good taste, attractive appearance, and perfect writing surface. There is always a variety of proper tints and shapes.

Hurd's Lotus Lawn and Linear Cambric are the very newest correspondence papers. They are attractive as writing papers, in every sense of the word. Let us send you samples.



**GEORGE B. HURD & CO.**

**Fine Paper Makers**

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE  
BEST THAT CAN BE  
MADE AND SELL  
TO DEALERS ONLY**

rested. The same charge was made against the three men.

E. S. Cawthorne has bought a mill for turning out novelties at Livermore Falls, Me. The mill for which Mr. Cawthorne has negotiated, has been run a number of years by a corporation, consisting mainly of Livermore Falls business men, and it has been known as the Novelty Co. The value of the mill is increased because of the fact that it is located in the heart of one of the richest birch timber sections in Maine and can be easily reached from the timber district without entailing a heavy cost for transportation.

An interesting fact in connection with the visit of the Hai Chi, now in New York City waters, the first Chinese ship of war to cast anchor in American waters, is the discovery that Admiral Ching, Pih Kwong, whose flagship the Hai Chi is, purchased three copies of the American work, the Funk & Wagnalls Standard Dictionary, for use on the Hai Chi, just before sailing from England, where he attended the coronation. The reports say that Admiral Ching speaks excellent English, and that scarcely any Chinese accent can be detected when he uses our language. It is evident then that he desired his men should have every opportunity to "polish up" for their visits to ports where English would be the language used.

At the regular monthly meeting of the Board of Trustees of the Stationers Board of Trade of New York, held on Monday,

the following concerns were unanimously elected to membership in the board: George F. Brown, Brooklyn, New York; W. J. Watt & Co., New York City; Thompson-Smith Company, New York City; Frank A. Weeks Manufacturing Company, New York City; H. K. Fly Company, New York City; and A. M. Davis Company, Boston, Mass.

The Stationers Board of Trade of New York in paying to fifty-four (54) creditors of the A. B. Vance Company, Jacksonville, Fla., about \$3,000, being for 33⅓ per cent. cash net compromise settlement upon each of their claims, the debtor having paid the attorneys and the board's fees.

B. Wilmsen, the well-known Philadelphia manufacturer of Xmas tree ornaments, returned home this week from an auto trip abroad on which he was accompanied by his family. A very interesting novelty brought by him was an office desk alarm clock, a mechanism not much larger than a watch with a case so arranged that it opens part of the way and makes a support, and inside a little bell quite loud enough to attract the attention of the busy man to a business or other engagement. The little device, however, may also be used by traveling men as a morning alarm clock. It has luminous dials and hands, and yet may be carried in the vest pocket.

The trade received during the week its first visit from A. S. Wright, who succeeds in this territory Vic Young with the Globe-Wernicke line. Mr. Young is

in charge of the recently opened Philadelphia branch house, Tenth and Chestnut streets.

The S. T. Smith Co. has added to its special brands of typewriter ribbons and carbon papers the "Arch" brand which was formerly controlled by T. H. Hindle, who is back again with the company. Including this brand, they now have the "Diamond," "Tip Top" and "Special." The company will be glad to submit samples with prices of any or all of these several different brands; also of its line of typewriter linen papers which is an extensive one. The company's address is 11 Barclay street, New York.

Window dressing has become not only an art, but a very important department of every successful retail business. This was demonstrated most clearly at the fourteenth annual convention of the National Association of Window Trimmers of America, held in Chicago, from July 31 to August 3.

## DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET  
NEW YORK



# IT'S THE REPEATS THAT PAY

The first sale is merely the introduction. It's the repetition of that first sale to the same customer that pays.

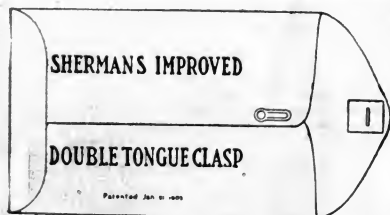
## WARD'S—"A LINE A DAY"

Made in 42 Styles **BOOKS** Made in 42 Styles

will prove so valuable and interesting to your customers, that they will come again and bring their friends. Ward's "A-Line-a-Day" Books have created more substantial trade for Stationers than any other specialty. They are only one of many of our trade makers.

**WARD'S** SAMUEL WARD COMPANY **BOSTON**  
57-63 FRANKLIN STREET  
New York—621 Broadway. Chicago—167 Dearborn St.  
San Francisco—833 Market Street.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



### Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO

WORCESTER, MASS.

The Theodore J. Gisbwine Company, manufacturer of blank books, at 88 Gold street, New York, has filed a petition in bankruptcy with liabilities \$14,793 and assets \$5,015, consisting of machinery \$4,775, accounts \$237 and cash \$3. The company was incorporated June 20, 1907, with capital stock \$8,000 and Theodore J. Gisbwine is president.

On October 1st W. D. McGillivray, of Portland, Ore., will join the traveling force of the Samuel C. Tatum Company and will look after the company's interests in the Western and Northwestern territory. Mr. McGillivray is not a stranger in this territory, having been connected with such well known and progressive concerns as The John W. Graham Company, B. E. Calkins and the Breeden Office Supply Company, and being at the present time with the J. E. Gill Company as manager in charge of its office supply department. His connection with the above firms has particularly fitted him for handling the Tatum line with which he is already familiar, and it goes without saying that the company's interests will be well cared for in that territory.

George Borgfeldt & Company, of New York, failed this week before the Board of General Appraisers to secure a lower assessment on small lanterns composed of colored glass and metal for decorating verandas, lawns, etc. They were all classified as manufactures in chief value of metal with duty at 45 per cent. ad valorem.

The importers' claimed entry at 35 per cent. on the value as "toys." In passing upon the classification of snuff boxes the board holds that they are not intended for ornamentation but for utilitarian purposes. The issue arises under the act of 1909, the importers being Alfred Anderson & Co. The boxes are composed of brass, nickel-plated, and German silver. The collector returned the merchandise as articles of personal adornment or intended for ornamentation, the importers contending they should be classified as "manufactures of metal," with duty at 45 per cent. Judge Sharretts agrees with the importers. The board reversed the customs authorities at Baltimore in their classification of a statute made in chief value of metal, entitled "Gloria," assessed for duty at the rate of 45 per cent. under the metal schedule. W. H. Masson, the importer, claimed duty as sculpture at the rate of 15 per cent. which the board upholds.

#### PERSONALS

On the 1st of September Mr. F. M. Bedell, vice-president and superintendent of the Samuel C. Tatum Co., Cincinnati, retired from active interest in the business, expecting to make his future home in California. Before leaving for California, however, Mr. Bedell will spend a few weeks on a motor tour of the Eastern States in company with his wife and brother, Dr. A. J. Bedell, of Auburn, N. Y. In leaving

for his new home in the West, Mr. Bedell takes with him the good wishes of his host of friends who have known him in his long connection with the Samuel C. Tatum Company.

W. A. Stewart, representing the Kohinoor house of L. & C. Hardtmuth in Australia, has been spending the week in New York. The Messrs. Hardtmuth have the agency of the Waterman pen in Australia and their representative, Mr. Stewart, has been looking over the factory of the L. E. Waterman Co. for the purpose of getting acquainted with the full line. He intends returning to Australia by way of Vancouver on or about October 4.

#### Dom Goes with the Tatum Co.

On September 1 Chesley Dom took up the duties of general superintendent of the Samuel C. Tatum Co., Cincinnati, having succeeded to this position formerly held by F. M. Bedell, who retires from active interest in the company. Mr. Dom is a man of wide experience, having been for years superintendent of the Twinlock plant and later of the Cincinnati plant of the Irving-Pitt Co.; and the Samuel C. Tatum Co. is to be congratulated in securing the services of a superintendent of his experience. Mr. Dom is not only a capable superintendent, but a man of genius as well and has a number of new things which he expects to spring on the unsuspecting public in the near future.

## CRANE'S NEWEST PAPER

### New Paris Shapes in Envelopes

Some of the most "fetching" designs in fancy flaps are now being shown abroad. We have reproduced three of the best.

Amboise

Ardennes

Dinard

These may be had in ream goods or papeteries.

### CRANE'S EARLY GEORGIAN

The latest in Crane papers is an artistic production in a pleasing shade of white, combining an interwoven Grille effect with a beautiful antique surface, similar in appearance to a hand-made paper.

### Latest French Effect in Borders

The new Trianon Borders showing a charming blending of colored borders and beveled edges, are fast winning the approval of the most critical—may be had in all the CRANE and Made in Berkshire papers

Our representatives and branch offices are now showing all the latest productions.

## Eaton, Crane & Pike Company

PITTSFIELD, MASS.

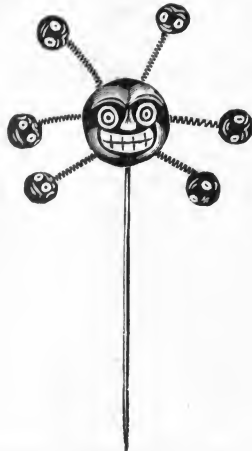
New York Office, Brunswick Building, 225 Fifth Ave.



## Novelties for the Trade

### HALLOWE'EN NOVELTIES

Wide-awake stationers who are ever on the lookout for new goods should send for one of the new catalogues of the New York News Company, 15 Warren street, New York. In this book they will find a large assortment of articles that have been se-



SOMETHING NEW FOR HALLOWE'EN.

lected by the company for their inviting qualities. Among the many new things shown are a number of novelties for Halloween. Naturally jack o' lanterns are conspicuous in the things prepared for that occasion. They come in four styles, three of which are shown herewith. The missing head is that of Santa Claus.

In addition to its pumpkins and other things which are 8 x 10 inches in size, collapsible and sell for a dime, the company has other novelties for the celebration. One of these, known as Item No. 2545 is shown here. It speaks for itself; it is about 3 inches high, has a head larger than a nickel and six little heads that oscillate on touch. As a scarf pin or a hat decoration it can't be beat for grotesqueness. It retails for 5 cents.

### NOVEL BANKS.

Something absolutely new and very taking is the new line of dime banks now be-



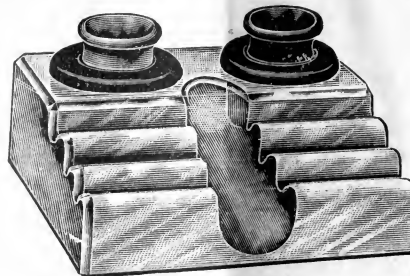
SAMPLE NEW STYLE BANK.

ing shown by the New York News Company, of 15 Warren street, New York.

These unique articles come in the shape of horses, cats, dogs, lions and wolves. They are all jet black with a little color to heighten the effect. They are solidly built and will stand considerable hard usage. The banks are larger than the ordinary child's bank and can be used as a plaything, as well as do service as a depository of pennies.

### AUTOMATIC INKSTAND

What is said to be the only double automatic inkstand with pen rack attached on the market is known as Paragon No. 350 and is marketed by the Frank A. Weeks



DOUBLE AUTOMATIC INKSTAND.

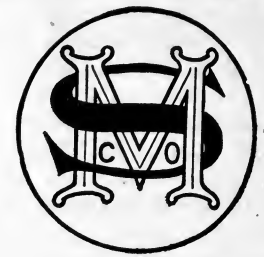
Manufacturing Co., of 93 John street, New York. Among the features of this stand are the fact that it saves its cost in six months by preventing evaporation of the ink. There is no digging with the finger after the pen, a cut groove in the base making it easy to pick up. There is a red top for red ink and black top for black ink. The whole thing can be easily taken apart and cleaned and owing to its durable character will always look new.

### SCHOOL SUPPLIES FIXTURE

This is the time of the year when every stationer must rearrange his stock to make room for school supplies. It is not only a question of giving these supplies a proper display, but the surplus stock must be kept in a place that can be easily and quickly reached.

The cut shown illustrates a fixture that not only affords a massive and attractive display that is seen by everyone who enters the store, but it also carries the dealer's entire stock inside of the fixture where it can be reached in an instant's time when making sales.

The metal brackets that hold the display on the outside of the shelf are adjustable to any height, thus permitting the display of any size tablet, box stationery, books, etc., or these brackets may be removed entirely, thus affording a display of art goods, framed pictures, in fact, almost any line sold in the stationery store.



## Carbon Copies

Carbon copies that are not permanent are one of the greatest blunders that can happen to any business man. In case of a law suit he would have no records. How many copies a sheet will give and how long it will wear are important but not to be compared to the importance of the permanency of the inks. We know our inks will give permanent copies. We are the largest manufacturers of Carbon Paper in the world.

## Manifold Supplies Co.

A. L. FOSTER, Pres.

O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE  
BROOKLYN, N. Y., U. S.

# WHEN IT COMES TO BUYING FINE ART CARDS

every dealer wants to be "shown" and properly so. He is more interested in the selling qualities of the cards, and the cards themselves, than what the publisher claims for them.

Now that is just what I want to do with my line of

## EASTER, ST. VALENTINE and ST. PATRICK'S DAY

cards—to "show" them to you. Incidentally I might mention that they are artistic, exclusive in design, original in verse and sentiment, and the color scheme most effective. The stock is of the highest grade while the embossing shows the finest execution.

I propose to send a sample assortment of novelties, letters, folders, dinner and other fine art cards to responsible dealers only, to be returned, prepaid, after making your selection. I know that you will like them, that your customer will buy them, because they represent the greatest value for the money and quick selling qualities.

*CAN I "SHOW" YOU?*

By the hundred \$3.00

By the thousand \$25.00

# H. L. WOEHLER

32 UNION SQUARE - - - NEW YORK

This fixture may be used for a different display every week of the year. It is attractively finished and makes an ornament in any store. Further particulars can be secured by writing the Gier & Dail Manufacturing Company, of Lansing, Mich., which manufactures more than 100 different display fixtures for retail stores.

#### PENCIL POINTER, ETC.

Most every office man, says the Novelty News, has occasion at various times during the day to use a pencil with a fine sharp point on the lead. The wood of the pencil may have a good point but the lead itself has been worn away by use or may have been broken by a fall. Architects, draftsmen and bookkeepers have so much use for a sharply pointed pencil that many of them have made use of unsightly scraps of sandpaper for such purposes. The William M. Aldrich Company, of Pittsburgh, Pa., manufacturers of Porcelain Advertising Specialties, has just placed on the market a combination pencil pointer, pen holder and paper weight. This little article is attractive, carries a splendid opportunity for advertising copy and is likewise useful. Ink stands, pin trays and other articles for the office desk make up the line offered by the Aldrich company.

#### BRASS DESK SETS

Tower's new \$2.50 seven-piece brass desk set costs \$1.25 and retails for \$2.50 per set. This desk set costs 50 per cent. less than any similar set in the market, is a showy article made in the popular brushed finish and consists of seven pieces as follows: Inkstand, calendar, paper cutter, pen rack, stock fill, roll blotter and a 12 x 19 brass-cornered desk pad and blotter. This set



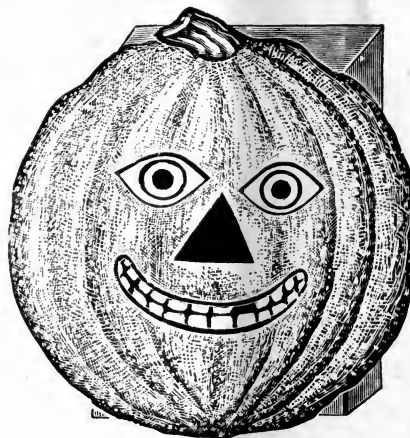
STOCK AND DISPLAY CABINET.

costs the dealer in dozen lots \$15 per dozen, or \$1.35 per set singly.

This is the best of this season's offers made by the Tower Manufacturing & Novelty Co. and dealers should get their orders in early.

#### CARTONS FOR INK BOTTLES

The S. S. Stafford, Inc., 601 Washington street, New York City, is now putting its two-ounce square, two-ounce round and three-ounce bottles of fountain pen ink each in a separate carton, and with one dozen or three dozen to a box. The three-ounce bottle is provided with a glass dropper filler. The cartons are very attractively gotten up and will no doubt add to the selling qualities of the ink itself, which is so well known as to need no special mention. The patent fountain pen filler made by the same house is meeting with an increasing demand and is being better appreciated as its merits become known. The



OLD STYLE JACK O'LANTERN.

trade is invited to write for further particulars regarding these several articles mentioned.

#### How I Learned About Paper

Mr. George W. Gilless, writing in the Publishers' Guide says:—"Previous to my becoming a newspaper man—an accident of fate for which I have been congratulating myself ever since—I was a lumber merchant, and could cite the exact line of descent and the age of a stick of wood without having to look at its teeth or trot it a heat. Paper, being first cousin to the forest, attracted me from the first, and I determined to learn the line as well and thoroughly as I had learned lumber. Being a publisher and printer, I was now, in a well-defined and logical sense, a paper merchant, and I could see where a knowledge of the various stocks and processes of manufacture would be of immense benefit to me in the job printing business.

"Subsequent events have proved this to be true. I was not trained as a printer, and went into the business rather late in life. But I flattered myself that I was a business man, and as such I realized that my success would depend altogether upon the amount of information I could pick up.

"All this is changed. I now let my competitors in the town do the small jobs



SAMPLE NEW STYLE JACK O'LANTERN.

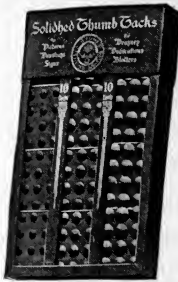
at competitive prices, but for my work I get prices that make many of the city offices weep with envy. My knowledge of paper is one of my greatest assets, and the way I acquired this knowledge may be of benefit to many readers who are struggling to make their job departments pay. It is of no use to try and learn it all at once. The method I pursued was to take up one line at a time, and find out how that paper was made. I learned the simplest papers first. Newspapers, machine-finished book, super and coated were taken up one at a time, analyzed, tested and studied, and I always finished one study before taking up the next. Therefore, my work became easier and easier. I read the history of paper from the wasp's nest to vellum. Cover stocks, bristols, blanks, envelopes, writings, ledgers—each came in for their share. I learned the difference between tub sized and engine sized, and how to detect it. Watermarks, deckle edges, special books, laid, wove, manila, straw, weights, sizes—the whole thing became an open book in time.

"Let me deliver my lecture on paper to a prospective catalogue customer and I'll



A PUSSY CAT JACK O'LANTERN.

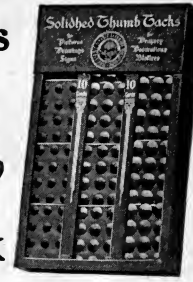
have the order before the sun sets. Knowledge is power, but knowledge of paper is, for the job printer, as good as cash in the bank. I have found it so."



## It's the Solidhed Display That Sells Tacks



HAWKES-JACOBSON COMPANY, Makers, 38 Murray St., NEW YORK



## RELIABILITY

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



National .... 4 lbs.  
 Union ..... 2½ lbs.  
 Columbian ... 2 lbs.  
 Star ..... 1 lb.  
 Crescent .... 1 lb.



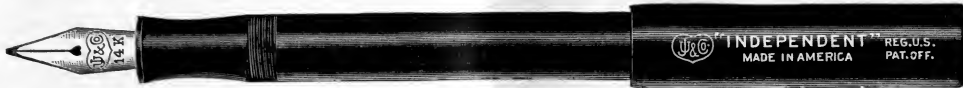
Mail and Exp. 16 lbs.  
 Commercial ..12 lbs.  
 U. S. .... 4 lbs.  
 Victor ..... 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

## "INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

With No. 2 Gold Pen.

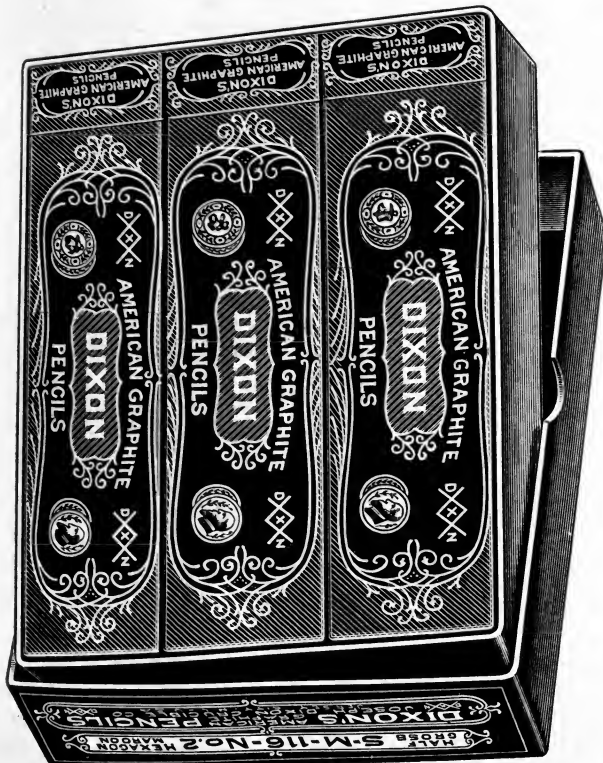


\$2.00

With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. **J. ULLRICH & CO.** NEW YORK CITY  
 27 THAMES STREET.



This illustrates the new packing of the

## Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

**JOSEPH DIXON CRUCIBLE CO.,**  
 Jersey City, N. J.



## WINDOW CARDS

A Few Cards Are Here Reproduced Which Show the Style a Stationer Has Found Pretty Good Pullers.

J. D. Van Volkenburgh, of Delta, Col., send us the cards printed below which he says he has used with good effect in the past:

### SATAN TREMBLES

when he sees Bibles sold as low as these.

### JUST SMILE

If you can't do anything else to help along.

### BOOKS OF ALL KINDS

Everything you need. Books for young, books for old. Books from Van to—read.

### PATRONIZING ME

is like making love to a widow. You can't overdo it.

### SUCH BOOKS AT SUCH PRICES!

The question in your home should be not "Can we afford to have books?" but "Can we afford not to have them?" You'll understand better if you come in this store now. Come in today.

### OPPORTUNITIES

A stream of opportunities is constantly going by. Pick out the ones you can use and—nab them.

### Pencil Cedar

"Every now and then," says Graphite, "an article appears in the various daily papers relating to the great dearth of cedar for

pencil wood, with the result that every pencil manufacturer begins to receive letters from all parts of the country offering cedar for pencil wood.

"The Dixon Company is not lamenting the steadily increasing difficulty it has in finding the cedar which is so much the best wood for its use." Practically we know of no other pencil manufacturer who is doing any 'lamenting.'

"It is true that the pencil manufacturers have been buying old cedar rails and cedar boards from the old barns of the farmers for the very simple reason that such wood, having been exposed for many years to the elements, is in far better condition than new cedar. The new cedar carries a large amount of resinous matter and this resinous matter is very difficult and very expensive to get rid of, and when not thoroughly eliminated from the wood, tends to warp the pencils and to ooze out, marring, if not destroying the finish of the pencil.

"Some of the editors of the great dailies are kind enough to offer the pencil manufacturers considerable advice on the subject. These editors tell us that the pencil manufacturers have lacked foresight, but possibly it is not too late to do what we should have done years ago, 'plant anywhere from two to a hundred little cedar trees whenever we cut down a big one, or even whenever we want to cut down a big one and cannot find one to cut.' It so happens that the pencil wood tree is not a tree that needs planting like an apple tree or a cherry tree. When one cedar tree is cut down a lot of little cedar trees at once spring up. In other words, it may be said that the cedar tree is a self-propagating tree. The only thing that the pencil manufacturer needs to do is to wait, and he is obliged to wait, until all the little cedar trees see fit to grow up and become big enough to be cut.

"In the meantime the Dixon Company is on 'Easy Street' in the matter of pencil wood, having at least fifteen years' supply of cut cedar and owning nearly seventy thousand acres of cedar land in Florida on which not a stick of standing timber has been cut for many years."

### Disapproval on Untruthful Cards

Untruthful post cards and pamphlets portraying street scenes in Salt Lake City to the advantage of the individual and at the expense of the rest of the city are about to be done away with if the local Commercial Club can bring any influence to bear in the matter. Numerous illustrations of this method of boosting have been brought to the attention of the club authorities and steps to stop all such are being taken. Municipal publicity organizations all over the country long ago realized the immense value of the picture post cards as an advertising medium for their various communities, but this is the initial step in regulating the use of the cards.—Salt Lake Tribune.

### Patronize the Advertiser

It invariably pays a buyer to investigate the offers of the men who advertise in the trade papers; they are generally the leaders in their line—by the way, they wouldn't be leaders if they didn't advertise. How much business do you think your firm would do if it didn't advertise? Reason it out, how long would they continue to advertise if they didn't have the right goods at the right prices? Not long, you may be sure; they couldn't afford it; it wouldn't pay.

Buyers, as a rule, know from their own business experience that it does not pay to advertise undesirable goods; they know, in order to get good results from advertising, you have to tell about the new things, the good things. If ordinary things were advertised at ordinary prices, people would not be attracted, and the money spent for advertising would be wasted.

These are little precepts on the publicity footpath to successful business.

### A Poisoned Pencil Mystery

Pittsburgh has a "poisoned pencil" mystery, says the New York Herald of Tuesday of this week. The story of the "pencil" has its picturesque phases, as it marks the invasion of the Italian vendetta spirit into American politics. The Sicilian, whose desire for revenge has reached a violent stage, goes out and slashes the left cheek of the man or woman who has offended him.

In such a political campaign as Allegheny county has entered upon the appearance of assassins of character is no surprise but the Italian method of assassination, substituting a poisoned pencil for a knife, was unlooked for. Some one has been going about on the "Hill" making the marks with a pencil upon the portraits of candidates which so plentifully adorn the fences and walls. The marks are similar to the one used when the knife is brought into play on the face of the victim.

Those who have been warned of the activity of the character damaging pencil have their lieutenants at work replacing the altered posters with new ones, and a close watch is being kept in an effort to discover the identity of the persons who are stabbing political aspirants in the dark.

Most of the candidates would not know of the significance of the pencil mark if their Italian allies had not told them, but it has been impressed upon those who have Italian enemies that the placing of the pencil mark is no trifling mark, to be laughed at, as it is bound to have its effect upon the minds of Italian voters.

Best not attempt what you doubt your ability to do. Achievement never could mate with Doubt in any enterprise. First remove the doubts, then you're sure to do.



# EVERY SALE YOU MAKE OF A "KOH-I-NOOR" PENCIL

forges a bond between you and your customer. The quality of the lead is so high that you are able to give an absolute endorsement, and guarantee that it will give perfect satisfaction



After the first sale is made no guarantee is required, as the pencil itself not only fulfills its requirements but accomplishes more—it becomes a money saver.

EVERY DEALER WHO IS ANXIOUS TO PLEASE AND WIN THE CONFIDENCE OF HIS CUSTOMERS WILL DO WELL TO KEEP A FULL SUPPLY OF "KOH-I-NOOR" PENCILS ALWAYS IN STOCK.



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## HENRY BAINBRIDGE & CO.

Importers and Wholesale Distributors

99 and 101 William Street, NEW YORK

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<p><b>CONGRESS CARDS</b> For Social Play - Art Backs - Exquisite Colors - High Quality New Designs - Club Indexes - Ideal for Bridge. Gold Edges - Air-Cushion or Ivory Finish.</p>	 <p>CONGRESS PLAYING CARDS 606 GOLD EDGES COPYRIGHT BY THE U.S. PLAYING CARD CO. CINCINNATI, U.S.A.</p>
<p>OFFICIAL RULES OF CARD GAMES - HOYLE UP-TO-DATE ISSUED YEARLY - SENT FOR 15 CENTS IN STAMPS. THE U.S. PLAYING CARD CO., CINCINNATI, U.S.A.</p>	
<p><b>BICYCLE CARDS</b> In Use Throughout the World for General Play The Most Durable 25 Cent Card Made. Club Indexes - Air-Cushion or Ivory Finish.</p>	 <p>THE U.S. PLAYING CARD CO. BICYCLE PLAYING CARDS 25¢ per Pack</p>

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75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE of charge.

# THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

**Stationery and Fancy Goods Trades**

PUBLISHED EVERY SATURDAY

BY THE

**LOCKWOOD TRADE JOURNAL COMPANY**

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.  
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

**Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.**

J. T. Peacock, Seattle, Washington, says: "I miss 'The Stationer' when it fails to arrive on time more than any other paper I read."

## REORDERS.

Now is the time of year when the retail stationer wishes he had had the courage to order a full supply of school goods last month. He needs those goods *now* and would pay a stiff price for immediate delivery of the items called for. But, alas, he can't get them because his jobber hasn't got them and it is too late to think of making any more stock at this time.

This is not a new story, it has been heard many times and probably will be heard for many years to come. Still, something can *sometimes* be learned from an old tale provided you can get your audiences to forget other things long enough to hear the recital.

Stationers were told this year that they had better anticipate *all* their requirements in the school supply line, thus making sure of having enough stock to supply their trade. Instead, however, of following this advice they ordered from a half to two-thirds of what they really needed and now—at the end of the first week of school they are sending in their *reorders*. Some

of these are wired in to save time so urgent is the need of more goods to meet the demands and these reorders are coming in from all quarters so heavy has been the sale of school supplies this Fall. That their volume will soon increase is a foregone conclusion, as there are a few more weeks of heavy buying by the children before they get their immediate wants satisfied. Then, too, the fact must not be overlooked that the private schools, the academies and colleges are all yet to be opened, which means a further swelling of the re-order tide within a few weeks.

Now for the other side of the picture. . . . The reorders have been received by jobbers and desperate efforts have been made to fill them. Those that have been filled in every item, it should be stated, are the exception—most of the shipments being minus many items and representing a makeshift of broken styles and sizes and substitutes. Of course the retailers will enter a protest, but as the jobbers have done the best they could and as the goods will probably be sold the incident will be closed and soon forgotten.

But if they should stop to ask questions of the jobber the retailers will learn that the latter have this year had the biggest school supply trade in their history; they will also hear the words "I told you so"—for the traveling men all urged their customers to order in the summer all the goods they thought they could sell. Then, too, they might hear the sad news that some of the manufacturers have "fallen down" on the jobbers and will not supply the quantities called for. All of this will cause the retailer some pains as he will then see what a chump he was for not taking the tip of the travelers to consider the needs of his trade and order heavy enough to supply them. For some reason the retailers can not see it this way. So instead of ordering all they need they say to themselves, "Oh, I'll get a few dozen of this and a few dozen of that and if I see that I am running short I know where I can get plenty more." We wonder if they now know where they can get "plenty more." The jobbers don't.

## ROUNDABOUTS.

BY THE TRADE LOUNGER.

Now doth your real hot sport let down the double "cuff" on his trousers lest the cold searching wind put crimps in his little "B. V. D's."

Something like this was in the minds of three "real" bloods connected with the trade as they shivered in an open trolley which was stalled on the "Blasted Heath" that stretches wide and flat from Flatbush to the Coney Island Sea. They had lived through the second period of the six-day reign of King Baron and Queen Nettie and were tired with joy and surfeited with confetti. They could carry the joy all right, although even that was beginning to congeal in the wintry gales that made their way inland from Sheepshead Bay, Brighton Beach, and Norton's Point. They shiver even now at the thought of confetti, as they recall their agonies in the cold wind with a shirt-full of that emblem of joy!

Caught at 3 a. m. in the ebb-flow of humanity back to Manhattan and the cheering all-night shops, they cursed their fates with just that stinging tang that Desperate Desmond uses on the "Bunk" Hero Claude Eclair. For about an hour they suffered while the tracks were being cleared of a joyless wreck of some joy riders. They were helpless and cold and far from the royal court in the fragrant and moist atmosphere of which they had but few hours previously, regaled themselves—quite joyously.

But, alack, a day!—to the rear the revellers were just warming up for the scholarly antics of the French Students' Ball—and three or four miles in front was Manhattan and "Jacks." But where were they? Only Doctor Cook could do the desolate spot and their feelings full justice.

Now to point the moral. Next day, between customers, they regaled the whole floor with the most seductive stories of the red-hot time they had last night at the Mardi Gras!

Can you beat it? And if they can stand up, roll a cigarette, look you jauntily in the eye and lie like h—ll, when in reality they were freezing—the question is "What chance has the boss got to doubt them when they telephone in at 9.15 a. m. and break the news gently that they are sick and that the doctor (?) says he fears it's ptomaine poisoning?"

All answers to the above query should be addressed to the secretary of the Stationer's Ananias Club, care of THE AMERICAN STATIONER.

Circumstantial evidence has convicted many a man—and some women.

One dear soul (somebody's soul-mate), whom we will call Alice, has always had a dread of letting the other girls get anything on her. "Women are such cats, you know!" Alice has often said that women could dig the Panama Canal over night if somebody would only start the story that there was a lot of interesting scandal buried there.

But this preamble really has very little to do with the case in point.

Alice is one of us holding a good position with one of our New York stationery houses.

Alice took a trip up the Hudson shortly,

a suspicion that the ownership of those bottles would be put on her—circumstantial evidence was beginning to work!

But, rather than have anything like that

got home, secreted the bundle—and forgot it.

In house cleaning last week her mother and the maid came across the bottles. Of



SHOWING A VERY ARTISTIC DISPLAY OF THE PLAYING CARDS OF THE AMERICAN BANK NOTE COMPANY IN THE WINDOW OF THE THORP & MARTIN COMPANY, BOSTON, MASS.

being first introduced to the captain and purser who were friends of the family.

And what do you think? Why some horrid men had left two nasty whiskey bottles in the room!

In about half a wink Alice was full of

Alice bundled them up and when she left she took them with her. Returning to the store before going home one of the nice young men of the "bunch" saw her to the bridge. Alice watched the cord on that bundle with palpitating fear. At last she

course "mother" accused the "boys." Since then at every meal the boys ask Alice the following question:

"Say Alice, when are you going on another bat?" Then the brats sing "Sweet Alice Ben Bolt."

## WINDOWS SELL GOODS

### Successful Merchants Find Artistic Trims with Weekly Changes a Good Form of Advertising—"Novelty" Windows.

With prospects for an exceptionally brisk fall, and trade never brighter, the bookseller and stationer should, in company with other dealers, put forth extra efforts to increase his sales. Newspaper advertising is among the best ways of doing this, but, unfortunately, many stationers have not as yet become alive to its possibilities and therefore must depend almost entirely upon their windows.

A series of artistic window displays is considered by many to be the best form of advertising. From the window display the passerby judges the character of the store and forms his own opinion of the quality of the goods likely to be sold therein. Therefore, the successful window dresser never fails to make his display representative of the stock carried. This requires considerable attention and perhaps a small expenditure; but in the end it is time and money well spent.

#### MAKE WINDOWS ATTRACTIVE.

First resolve to make your windows more than ordinarily attractive. Plan a display that will do justice to you and convince the passerby that you have the goods and want him to know it.

A successful retailer recently stated that he found it the best plan to put the windows under the care of one of his clerks. The latter soon becomes proficient in the art, while he is enabled to devote more time to other important features in the store.

The next important point is that of frequent changes. The windows should be redressed once a week at least. By doing this a greater variety of goods can be shown and people will enquire about articles they never would have thought of had they not seen them. There are many novelties and nick-nacks in the stationery trade that can be handled with neat profit, yet many merchants stifle the demand for these by putting them in some out-of-the-way corner of the store. Introduce them to the public now and then through the medium of your windows—that is what the windows are for.

The windows also offer a splendid opportunity to introduce unfamiliar articles—those not advertised by the manufacturer. No doubt you carry a number of such, so if you wish to direct special attention to any one of them, put it in the window and attach an attractive price ticket to it. If necessary, place a show card near it, giving a slight description.

#### PRICE CARDS IN WINDOWS.

This leads on to the question of show cards in the window. There should be no

need to dwell on their value and importance. I am a firm believer in the practice of putting price tickets on the majority of the goods in the window. A price ticket or a show card, with a brief description, pointing out the superiority of an article, will often make a sale where a clerk has failed. If the price is not stated it is not just to the man who takes the time and interest to stop and inspect your wares. If your prices suit the pocket of the passerby he will likely go in and inspect the goods, but where the price is not stated he may postpone his enquiries, and the sale takes place somewhere else.

#### "NOVELTY" WINDOW DISPLAYS.

Some retailers adopt novelty windows as a means of attracting attention to their goods, and they have met with singular success. In fact, a certain prominent Eastern stationer makes a specialty of these attractions and has educated the public to look to his windows for something new. Not long ago he wished to call attention to a special sale of kodaks, films and supplies, and he rigged up an amusing contrivance that attracted considerable attention from the passersby. He had a miniature man with a camera vainly striving to take a snapshot of a rabbit, which was seated close to a hole. The latter would scurry back into the hole every time the man had his camera adjusted ready to snap. This contrivance was remarkably successful in stimulating the sale of kodaks.

Not long after, this same dealer conducted a guessing contest from his windows that greatly augmented his sales for the time being. In the window he placed a revolving barrel, on which were scattered upwards of 200 picture post cards. Each purchaser was entitled to one guess as to the exact number of cards. The contest was conducted for over a fortnight, and as several attractive prizes were given, it is needless to say that hundreds took advantage of it. The winners were announced in the window at the close of the contest.

And, lastly, see that your windows are sufficiently lighted. A well-lighted display will always attract attention, while a poorly lighted one will invariably be overlooked. This is especially true in the evenings. At night more people invade the streets, and, as a rule, have more time to look around. The merchant should, therefore, see to it that his windows are sufficiently illuminated, and if they are not he should not stop at a little expense to set them right.—Frank B. McMullen in the Bookseller and Stationer of Toronto.

### Don't Knock Your Business

If you don't like the business that you are in, get out of it, and the sooner the better. A man who doesn't believe in his work can never make a success of it.

We met a traveler who has always complained of poor business, and he said to us: "But what can you expect? Look at the line that I have got." We did look at his line, and found out that he had almost as fine a line as any one could carry. We suggested that if he believed in his line his sales would grow and he was bound to become a success, and if he did not he ought to get out of it, because he was standing in the way of somebody who would believe in the line and somebody who could sell it.—From the Vir Publishing Company's Successful Selling.

### The Unknown Quantity in Business

We are all in business, whether commercially or professionally, to make money. No one can deny that this is the primary consideration, the sine qua non. It is only a question of determining methods. In school or college we grappled with the problem of finding the values of unknown quantity. When we graduated and entered upon the work of life we found the problem still with us; the unknown quantity being ourselves. In what form shall the value be expressed? In the quickest way of making money, the most immediate returns? Or, in the slower process of building a foundation that shall mean larger returns in knowledge, reputation, experience and character, as well as financial success in maturer years?

We are living and doing business in an age of evolution. We have heard much of evolution as a theoretical or scientific term, but today we are encountering its effects in a practical and tangible way. Swift trains, the typewriters, the telephone, submarine cables, wireless telegraphy, ocean greyhounds, automobiles, airships and the utilization of electricity in all business activities have revolutionized business methods in a generation. The business man of today must take frequent reckonings, must be prepared to change his methods and organization in a day, or be distanced in the race for commercial success.

We are using the high speed gear almost continually, and the greatest problem in the management of business houses is to maintain rapidly enough the constant readjustment which changing business conditions make necessary. Discard the machinery of yesterday regardless of cost, buy the latest, expedite all methods, offer something new in product, keep in advance of competitors, are key expressions in the commercial parlance.—Credit Men's Bulletin.

Do you realize what it would mean if you could make one good friend for your store every day for a year? A little personal work with the people who come in will go a long way toward accomplishing that.

# VELVET, CARBON, SENATOR

and other

## "AMERICAN" PENCILS

Your Stock is Incomplete Without Them

**AMERICAN LEAD PENCIL CO.,** 73 WEST 4th STREET, NEW YORK  
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### "PAPERS OF QUALITY"

## MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

**MOUNTAIN MILL PAPER COMPANY** - - - - - **LEE, MASS.**

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MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill.	WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa.
KINGSLEY PAPER CO.....Cleveland, Ohio.	A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa.
DIEM & WING PAPER CO.....Cincinnati, Ohio.	O. W. BRADLEY PAPER CO.....St. Louis, Mo.
BEECHER, PECK & LEWIS CO.....Detroit, Mich.	ZELLERBACH PAPER CO.....San Francisco, Cal.
JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa.	F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn.
THE C. P. LESH PAPER CO.....Indianapolis, Ind.	ZELLERBACH PAPER CO.....Los Angeles, Cal.
BENEDICT PAPER CO.....Kansas City, Mo.	H. N. RICHMOND PAPER CO.....Seattle, Wash.
JOHN LESLIE PAPER CO.....Minneapolis, Minn.	W. E. EBBETS PAPER CO.....Syracuse, N. Y.
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**WILLIAM MANN COMPANY, Manufacturers**  
**PHILADELPHIA**

1912

## EXCELSIOR DIARIES

NOW READY



**KIGGINS & TOOKER CO.** 35-37 Park Place  
NEW YORK

## TRADE CUSTOM LAW

How Far Are They Binding and What is Their Relation to Contracts on the Same Subjects?—The Answers.

BY ELTON J. BUCKLEY.

(Copyright, September, 1911.)

As is generally known, every trade has its customs—there are hundreds of them in every day use—and they figure to a very important degree in dealings between business men in their respective lines. How far are they legal, what is their relation to contracts on the same subjects, and how far may a man take advantage of them or is he bound by them?

A custom or usage of the trade is a particular, long-established method of dealing as to certain things. It may be established at a certain place, or in a certain trade, or between certain classes of men, but it must be reasonable and not in violation of law. Such a custom acquires legal binding force because business men are supposed to have it in their minds when they make contracts. If, for example, there is a custom that a ton of a certain commodity means 1,500 pounds of it, and two men who have done business for years in that community make a contract for so many tons of the particular commodity, neither one of them will be allowed to claim that he should get tons of 2,000 pounds. Both will be considered as having had tons of 1,500 pounds in mind when they contracted.

### BOTH PARTIES AWARE OF CUSTOM?

The test in most cases is whether both parties knew of the custom, or whether it had come to be so generally used that they should have known of it. In contracts covering insurance matters, or where persons are dealing at a particular place, or where persons deal with banks in negotiating bills or notes, it makes no difference whether they knew of the custom or not. If it actually existed, they are bound by it. In other matters, however, where a contract is made and one party tries to read a custom of the trade into it, the other party can plead that he knew nothing about it, and didn't contract with it in mind. If he can convince the court of that the custom of the trade will not be enforced against him. This particularly applies to local customs. A large number of places throughout the United States have their own little customs of the trade, but they will not be binding except on persons who live there, or outsiders who actually know of them.

For instance, there is a custom of the trade in the vicinity of Galveston, Texas, that the wholesale salesmen of a certain line are not to complete sales without consulting their houses. They are allowed only to take orders subject to approval.

In one case a salesman made a completed sale and his employer tried to get out of it by pleading the custom of the trade. The buyer proved that he knew nothing of the custom, however, and the court held that it could not be enforced against him. The sale therefore stood.

### PAYING TRAVELERS FOR GOODS.

In Alabama there is a custom that retailers shall not pay traveling salesmen for goods bought, but shall remit direct to the house. In one case a retailer paid a salesman, who converted the money to his own use. The salesman's employer tried to collect the debt from the retailer again, on the ground of the custom not to pay salesmen. The retailer plead that he knew nothing of the custom and his defense won.

In another interesting case a clerk from time to time took goods from his employer's stock for his own use. His employer asked him to pay the full retail price for them, stating that it was the invariable custom of merchants of that vicinity to refuse to give clerks discounts. The clerk plead that he knew of no such custom, but did know of an even more general custom to give clerks wholesale rates. The court held that before the employer could collect full prices he must show that the clerk knew of this special local custom, the other custom of giving clerks discounts being the more general.

All the above are cases where one party to a contract has sought to burden the other party with some custom of the trade which the contract did not mention, but which it was desired to read into it. The principle is the same where one party to a contract tries to gain the benefit of a favorable custom. For instance not long ago a Western packer contracted with a Pennsylvania broker to obtain orders for him in Pennsylvania. The broker obtained orders for 5,000 cases of goods, only 3,000 of which, by reason of short pack, were delivered. The law of brokerage is that the broker is entitled to his commission the minute orders are obtained and accepted, whether the goods are delivered or not. The broker demanded commission on the entire 5,000 cases, but the packer refused to pay commission on more than 3,000, pleading that there was a custom of the trade in Pennsylvania by which brokers did not charge brokerage except on goods actually delivered. At a trial it developed that while this custom did exist, the packer did not know of it when he made his contract with the broker. For this reason the court denied him the benefit of it, and the broker recovered his commissions on the full 5,000 cases.

### CUSTOMS OF INDIVIDUAL CONCERNS.

Frequently an individual concern will have established a custom of its own. This, while not a custom "of the trade," will be binding on everybody who by long-

continued dealings or in any other way has become acquainted with it, but not on any one else. For instance, a Wisconsin manufacturing concern hired a new employee and kept back part of his wages in connection with an insurance scheme of its own. The employee objected and took it to court. The manufacturer plead that this had been his custom for years, but there was no evidence that this particular employee had ever heard of it, so the custom was set-aside.

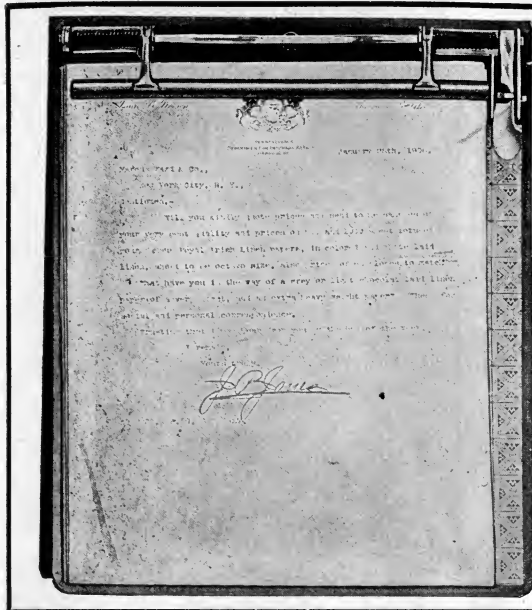
A seller of a machine tried to limit the scope of the implied warranty which would ordinarily have gone with his machine by the plea that for years it had been his custom that the warranty should mean only so much. A buyer of the machine who thought the warranty should mean what implied warranties usually mean with such machines, sued him and got a verdict, as the seller could not prove that this buyer knew anything about the limitation of the warranty.

### EVIDENCE OF CUSTOM ADMISSIBLE.

Where the parties to a contract cannot agree what it means, and the matter gets to court, the question whether there is a custom of the trade bearing on the disputed portions is always important. An obscure meaning in a contract has thousands of times been illuminated by applying a custom of the trade to it. For instance, in a Colorado case the parties to a wholesale hat contract could not agree as to what the words "for the season" meant. The court admitted evidence that there was a custom of the hat trade that the season should begin December 1 and thus made the agreement clear. In the same way the courts will allow evidence of a custom of the trade to show that a contract does not mean what it seems to. This often leads to peculiar results. In one case a contract called for "a thousand," and one of the parties was allowed to show that there was a custom that 1,000 should mean 1,200. So in a Texas case, a custom was upheld that a carload of a given commodity should be held to be 25,000 pounds, no matter what its actual weight might be.

So there are many other cases in which contracts using various terms, the meaning of which was disputed, have been decided on the principle that there was a custom of the trade that the terms should have such and such a meaning. For example, customs of trade have been invoked to explain the following: The meaning of a receipt, or whether a transaction was a sale or a hire, or the meaning of "a bag of oats," "carload," "cash basis," "immediate delivery," "merchantable order," "pound," "old style tin roofing," "wall measure," and so on.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.



### WAGONER'S FREE HAND BINDERS

ONLY ONE HAND IS REQUIRED  
TO OPERATE.

This binder is superior to all others for use in the Office, Factory or Shipping Room, as well as for various needs in the Home. It has a larger capacity and greater holding tenacity than any other—the working parts are of steel and are practically indestructible. It is made in a large variety of stock sizes and can be made to order in practically any size desired.

Send for illustrated and descriptive price-list.

#### MARCUS WARD COMPANY

"ROYAL IRISH LINEN."  
OFFICE AND FACTORY:  
116-124 THIRTY-NINTH ST.,  
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## Crayons

"STAONAL"  
For Kindergarten, Marking  
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Hard Pressed for Pastel  
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"CRAYOLA"  
For General Color Work,  
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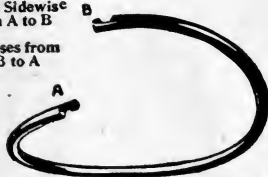
"AN-DU-SEPTIC"  
Dustless White and  
Colored Chalks.

Samples furnished upon  
application.

**BINNEY & SMITH CO.**  
81-83 Fulton St., New York

### EVERY LOOSE LEAF LIES FLAT WHEN USING THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise  
From A to B



Closes from  
B to A

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy weight. Unjointed ring, 1 1/4 inches diameter.



Patented Nov. 24, 1908

OTTO KELLNER, JR.,

Write for particulars

Patented Feb. 4, 1902

4028 STATE STREET, CHICAGO



*In White and Colors*      *Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,  
free from Grit

Packed in Cross, Half-Cross, and Quarter-Cross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by

**THE STANDARD CRAYON MFG. COMPANY**  
DANVERS, MASS.

### N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK

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### N. Y. Silicate Book Slate Co.

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## DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY

No. 130 MARGUERITES

GOLD EDGES WHIST SIZE  
LINOID OR ENAMEL FINISH

SOMETHING NEW

A Perfumed Card

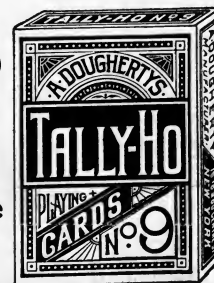
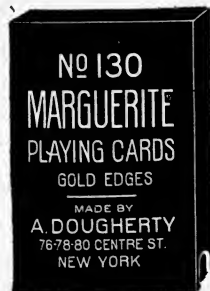
Six floral back designs in natural colors.  
A valuable coupon in each pack

No. 9 TALLY-HO

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



**A. DOUGHERTY, 139-141 Franklin St., NEW YORK**

## BUSINESS BUILDING

The Important Topic of Knowing One's Self Is Here Discussed—Success Depends Upon the Care of One's Body.

BY A. F. SHELDON,

Formulator of the Science of Business Building and Editor of the Business Philosopher.

TALK No. 5.

In our last talk we determined that Man-Power in Building any Business was a matter of working in harmony with Natural Law.

It was stated that while the Natural Laws of Success are many, they may be boiled down to Four Basic Injunctions, the first of which is, Man Know Thyself and How to Develop Your Success Qualities.

We promised that in this talk we should discuss that injunction.

### SELF KNOWLEDGE.

Man is a Body plus a Mind. He has a Soul, too, doubtless. Personally I do not doubt it, but that is another story. Its discussion belong to the clergy, and we shall leave it to them.

We are talking Business and How to build it, and we shall discuss the Physical and the Mental Man. As such, he is a Body plus a Mind.

As to the body, this brief series of talks does not permit of an extensive analysis from the physiologist's point of view nor does it permit of a very long discussion of health laws. The best I can do is to challenge your attention to a few basic facts concerning the body and the care of it.

No One can Obey the Natural Laws of Success in the Business World unless he takes Care of his Body.

Thousands disobey enough Natural Laws at the breakfast table every morning to throw them out of harmony with many other Natural Laws of Success all day long.

Millions are digging their graves with their teeth; eating too much, and not properly chewing that which they eat.

The cigarette fiend or the man who is constantly frequenting the bar for "bracers" is not going to possess the Physical Endurance or the Nerves to stand the strain and stress of modern business.

Millions of men and women are breathing backwards—which is only half breathing at best.

Watch the animal or the little baby before it is afflicted with civilization and you will note that when it inhales the abdomen expands; when it exhales the abdomen contracts.

Watch your own, for it may be going just the other way. If so, you are breathing backwards.

This is an unnatural breath—a bad habit against the laws of health, therefore a violation of Natural Law in the Business World.

Know the Laws of Keeping Well, then follow the Laws and the Health that gives Endurance and Success will be yours.

However great your Ability, however high your reputation for Reliability, however strong your Will to Do Things, except these splendid powers are backed by Health, you will never be able to win Complete Success.

If you have to contend with the "gnawing rat of dyspepsia" or lung so weak that every draught bring a cold, you are handicapped.

It is said that a sick stomach helped to lose Napoleon the battle of Waterloo.

Ill-health is a cause of pessimism—and it is not the Pessimist that wins in the great Commercial World today, but the Optimist.

The man who radiates sunshine, whose handshake is warm and cheerful, whose voice has the ring of satisfaction, who sees the "silver lining" within the clouds—he is the man you want to buy from; he is the Promoter, the man whose vibration is so high that he "must be up and doing."

If you would know the real reason this man is so happy—is so inspiring—It Is Because He Is So Well. His physical machinery is working in order. His lungs, his stomach, his teeth are all right.

He Wears the Armor of Perfect Health, that is Why He is so well Prepared to Fight the Battle of Life.

Energy comes from Health, and without Energy what business man can hope to Succeed?

Endurance comes from Health, and without Endurance what business man can hope to Succeed?

Can the carpenter build without tools? He must have all the tools he needs for his craft, or he will be a bungler and a botcher. He can't saw with a hammer or chop with a plane. He must have The Tool for The Work if he is to be a Master Builder.

Would you be a Master Business-BUILDER? Then you must have the tools for your work—and one of the most Important Tools is a Healthy Body.

"Health is God's Best Gift."

To keep his health is the sacred duty of every man who would succeed. Nature offers you the means: fresh air to breathe, clean water to drink, to bathe in, nourishing food to eat. Make your choice wisely—and be well.

One of Health's Chief Laws is Exercise—Use.

Use your muscles, and your muscles become strong; use your lungs, and your lungs become strong.

Abuse or neglect your muscles, and your strength departs; neglect your lungs—don't breathe properly—and tuberculosis may be the result.

It is so Easy for the Normal Man to Be Well that it is a Crime for Him Not To Be Well.

The laws of Health are so simple;

Nourishment and Use, that it looks as if we should learn to obey them; since they mean so much in the battle of life.

Is not the man mad who, in the "Money-Chase," destroys his body? Logic says he is; for money, after all, is only Purchasing Power in the Commercial World, and the Things Worth While That Money Can Buy are the Things Worth While To The Well Man Only.

To the sick man "the earth and the fulness thereof" means nothing.

On Cause of the sick man's failure is his terrible selfishness; the man who is compelled to think continually of "his own ills" is not the Man To Give The World Service.

To be able to give the world Real Service you must be able to forget yourself, and think of Your Work Only.

Only the Well Man can Love His Work, and only the Man Who Loves His Work can render Efficient Service, and only the man who can render Efficient Service can be a Business-BUILDER, and only the Man Who Can Be a Business-BUILDER can be a Success in the Business World.

Since you are in the Business World you want to become a Success, and to get the reward of Commercial Success—Money.

That is a legitimate ambition. You should be proud of it.

The Man Who Has No Desire To Make Money Is Unwise.

But you are an Ambitious Man anxious to attain or retain your Success.

The first thing, then, to do is, Be Healthy. If you are so already, remain so. If not, follow the laws of health, and attain it.

Remember, Health Is The First Step In The Attainment Of Success.

### Romance and Reality

Jack London, at a publishers' dinner in New York, said of industry: "The boy who starts at the bottom in some big concern thinks all he needs to do is to work his very best and that his employer will raise him up till, finally he is made manager.

"As a matter of fact, the truth lies nearer Lawson's case.

"Lawson," said the head of a rich firm, 'I have noticed that you work with amazing zest. No detail of the business is too small to escape you. No task is too hard. You are first to arrive in the morning, you are the last to leave at' —

"Oh, thank you, sir; thank you, sir," cried Lawson, expecting his salary to be doubled.

"Hence, Lawson,' his employer ended with a snarling laugh, 'I'll ask you to dig out the first of the month. It is men of your calibre who get a business down pat and then go and start a rival establishment in the next block.'"





# EXCLUSIVE PATTERNS

IN

## School Bags, Pencil Boxes and Incidentals

### FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE STATIONERY TRADE

## A. L. SALOMON & COMPANY

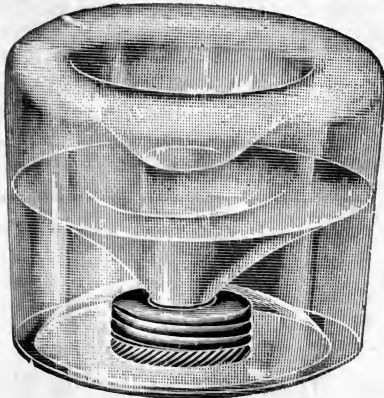
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

## PEN AND INSURANCE PENCIL

Something that practically every user of a pen or pencil requires, and the better the pen or pencil, the more necessary it becomes



There is still some desirable territory left for jobbers who are not now handling

### THE MODERN "B" PEN AND PENCIL CLIP

It helps to insure the safety of the pen or pencil and is a great convenience. The most popular and best clip made.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three doz-n in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York

Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.

## IT'S THE "WEARING QUALITY" SERVICE

*That Makes Our Playing Cards Most Popular*



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH 14 Kt. No. 2 PEN

\$8.00 Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

**ANY PROFIT IN NEW BOOKS?**

The Question of the Possibility of Making Any Money Out of Them is Answered in the Negative.

Two years ago there was read before the American Booksellers' Association a paper on the percentage of expenses to sales. The writer of this paper stated that the summary used was the average statement made from lists submitted to one hundred dealers in new books about equally divided between the booksellers proper and department stores. This composite tabulation showed that with all legitimate costs correctly taken into account, the average cost of doing the retail new book business was not less than 26 per cent. on the total sales of new books for the year. In the discussion which followed it was pretty clearly determined that the average cost for the ordinary bookseller was rather over than under this figure. In my own experience, these figures are nearer 28 per cent. However, the 26 per cent. mentioned above has since formed a basis on which it has been considered that comparisons could fairly be made. Based on these figures, the booksellers requested that the publishers should so arrange their affairs that a minimum trade discount could be allowed of 33 1-3 per cent. from the net retail price. Some publishers agreed to do this at once. Other publishers allowed this discount on special bills and individual items, but the majority of publishers still clung to a smaller discount, especially on all pick-ups, books ordered between travelers' visits, or books ordered in quantities of less than ten or twenty-five copies, on the great

majority of scientific, medical, law, mechanical, school and subscription books.

**NO TRADE DISCOUNTS WANTED.**

Many a bookseller, therefore, who looked at the discounts only on special bills seemed to feel that the millennium was reached, and at the last meeting of the association, following an excellent entertainment at Garden City, a little movement got headway, engineered perhaps by the publishers' section of the Booksellers' Association, depreciating any further demands for additional discount on the principle of letting well enough alone. Just how much the concessions made by the publishers have figured up to date has been a cause of some thought on my part, and during the month of June I had tabulated the identical cost and selling price of every book going out of two stores with which I am connected, with the following result:

Gross sales for the month, \$9,842.67. This was divided between net books, \$8,429.23, and regular books, \$1,413.44. The net books were sold at the full price listed by the publishers, and cost exactly \$6,181.78. The regular books were sold at \$1,413.44 and cost \$1,182.32. The total cost, therefore, was \$7,364.10. The gross percentage of profit, therefore, on nearly \$10,000 worth of business was 25 per cent. So many statements have been made in regard to the bookseller giving away the margin of profit that I took the regular books which had been sold at a discount of 25 per cent., and ascertained that if these had actually been sold at the full list price they would have brought \$1,884.55, or a total of \$10,313.78. The greatest amount of gross profit it would have been possible to have made would have been 28 6-10 per cent., even if the full list price had been

obtained in every instance. None of these figures include discounts to libraries. If a booksellers' business is made up of much of this class of business, the figures would prove even more disappointing.

**MUST DEPEND ON OTHER SALES.**

Under these circumstances it should be perfectly apparent to all concerned that the bookseller must depend upon other stock than new books if he is to continue in business. I have compared these figures with other dealers, and find that they correspond very nearly with the estimates which they are making. I, therefore, ask the book trade at this particular time of the year to consider these figures carefully, and to compare them with data which they can readily compile for themselves from tabulating any current month's business in new books, and to insist that the traveling men who will be calling in a few days give a minimum discount of 33 1-3 per cent., not only on a special bill, but agree to do so throughout the year on all bills. Why do not publishers take a sensible and broad-minded view of the situation? New copyright books constitute a perfect mo-

**WANTS AND FOR SALE.**

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

**HAND STAMPING PRESS FOR SALE**

Price \$25, guaranteed and in first-class condition. Improved English type, the press capable of doing, if necessary, illuminated work. Address Box 697, American Stationer.

**EXPERIENCED SALESMAN**, twenty years' experience in stationery, blank book and wall paper trades, is open for position. Best references. Middle States preferred. Address Hustle, care American Stationer.

**SEALED BIDS** will be received by the Board of Water Supply, at its offices, seventh floor, 165 Broadway, New York, until 11 A. M., on Friday, September 22, 1911, for Contract Z, for furnishing and delivering stationery supplies.

At the above place and time the bids will be publicly opened and read. Pamphlets containing information for bidders can be obtained at the above address by depositing the sum of five dollars (\$5.00) for each pamphlet. For further particulars see information for Bidders.

CHARLES STRAUSS,  
President.

CHARLES N. CHADWICK,  
JOHN F. GALVIN,

Commissioners of the Board of Water Supply.  
JOSEPH P. MORRISSEY,  
Secretary.

**ENGRAVER** on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

**THE NELSON CORPORATION**  
EXCLUSIVE MAKERS OF EVERY KIND  
AND STYLE OF LOOSE LEAF BINDING  
DEVICE FOR THE RETAIL TRADE.  
RULED AND PRINTED SHEETS FOR SAME  
443 WELLS ST., CHICAGO, ILL., U.S.A.



## PEN CARBON BILL BOOKS

No Press No Water No Brush  
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,  
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.  
Write us today for price list and circular matter.

**DITMARS-KENDIG CO.**

278 Douglas Street, Brooklyn, N. Y.

## Jewish New Year Cards

SOLD BY

**Thompson Smith Company**  
263 Fifth Ave. New York

Write for Samples

## Engraved in Hebrew and English

PRICE \$2.50 PER 100

Gold Beveled Cards or Folders each in an envelope.

nopoly. It is absolutely within the power of any publisher to price his books and to give a reasonable living discount to the retailer who is obliged to handle them. If the book trade in this country is to survive, it is entirely obvious that the publishers must be compelled to make their books in such a way and fix such a price upon them that they can allow the dealer a living margin of profit. In considering the constant depreciation of stock, this should not average less than 33 1-3 per cent. the year through on all bills.—A Modern Bookseller in The Publishers' Weekly.

#### A Fountain Pen in the Frozen North

The following letter speaks volumes for the serviceable qualities of American made fountain pens under unusual conditions:

GRANTS PASS, Ore., August 21, 1911.

L. E. Waterman Co., New York.

Gentlemen:—I cannot refrain from expressing to you my appreciation of the pen with which I am writing this letter—a Waterman's Ideal.

This pen was a present to me over three years ago, and it had already been used for some time. Since then I have used it almost continuously in my professional work and in my private correspondence.

Its greatest test, however, came last Summer, when, as leader of the Mazama expedition to Mt. McKinley, Alaska, I used it to keep my journal and to record my daily observations. During the hazardous trip up the Chulitna River, through the brush jungles beyond, on the long wearisome pack up Ruth Glacier, and among the vast ice and snow fields of the great mountain, I carried it always in an outside pocket, and each night with it jotted down the doings of the day. It never once failed me. I also carried a traveler's filler, but I found that one filling was sufficient for my use from the time we went upon the ice of the glacier until our return to base camp—a period of over three weeks.

Since I have had this pen it has never been out of order; it has never had to be repaired. An occasional filling and cleaning is all the attention it requires. It is, today, apparently as good as new.

Feeling that this slight testimonial is no more than the manufacturers of so meritorious an article deserves, I am,

Very truly yours, "C. E. R."

It is comparatively easy to sell goods with which the public is familiar and for which there is a regular demand every day, but the selling of the many new items of stationery and office equipment which the stationer is constantly stocking are what cause him the trouble. An article of convenient office use ought not to be a sticker simply because it is new to the trade, but these new things must be introduced to your customers

# JUST OUT New 1912 Edition OF LOCKWOOD'S DIRECTORY

OF THE

*Paper, Stationery and Allied Trades*

37th Annual Number

Price, <sup>Express</sup> <sup>Prepaid</sup> \$3.00

You need it in your business. Order it now  
and get full benefit

This Directory is issued annually about the middle of September, fresh and up-to-date, at the beginning of the busy Fall Season.

It contains a list of all the Paper, Pulp and Chemical Fibre Mills in the United States, Canada and Mexico, geographically arranged. Also lists of same classified according to goods made.

Manufacturers of Glazed and Coated Papers, Waxed and Parchment Papers, and Cardboard.

PAPER DEALERS and Importers in the United States.

Rag and Paper Stock Dealers in the United States.

Lists of Water Marks and Brands.

LEADING STATIONERS in the United States and Canada, together with booksellers and other merchants handling stationery. Wholesale Stationers are designated by \*, Stationers handling books are marked (b), Department Stores handling Stationery are marked (g) and Jewelers handling it are marked (j).

Twine, Tags and Playing Card Manufacturers.

Blank Books, Envelopes, Pads and Tablet Manufacturers.

Paper Bag and Paper Box Makers and Wall Paper Printers.

Lists of Trade Associations, with Officers.

This Directory has grown wonderfully during the past several years, and no better index of the growth of the trades it represents can be found. At \$3.00 it is cheaper than any directory of any trades as important and diversified as the Paper and Allied Trades.

Please remit with order. ADDRESS

**Lockwood Trade Journal Co.**

150 NASSAU STREET, NEW YORK

# POST CARD WORLD

## Hallowe'en Cards

A novel line of Hallowe'en post cards is that just put on the market by the American News Company, of 9-15 Park Place,



HALLOWE'EN CARD—AMERICAN NEWS COMPANY.

New York. These cards come in a dozen different subjects, all of which are unique and particularly appropriate to the occasion. Their predominating feature, as might be supposed, is the pumpkin cut into grotesque images of the human face. All of these cards are embossed; also highly colored, and each one bears a different Hallowe'en greeting. The cards are the products of American ideas, and were made in American factories. They sell to the trade at 60 cents per 100 or \$5 per 1,000. The line affords the trade an excellent opportunity to stock up with a very taking lot of cards for Hallowe'en (October 31). Orders should be addressed to the Post Card Department, American News Company, 9-15 Park Place, New York.

## Post Cards of All Nations

The post card industry has made such strides that the daily sale has been calculated at one million. In France and Austria, landscapes form the principal "subjects," but a tendency towards the fancy post card is observable. Germany publishes views and landscapes, although there have of late appeared portraits, pictures and some fancy cards. Humorous cards, however, are peculiar to Munich. England is the nation for military post cards; cards treating of historical events, natural history, children, geographical and ethnological motifs and comics. Italy attaches more importance to the political and allegorical post card, to Parliamentary caricature, and analogous subjects, with some national types and customs. Spain offers all classes. Starting with monuments and works of art, beauties, artistes and military types soon followed, mingled with a few historical events; and Spain—so rich in such—some

more or less happy caricatures and plenty of landscapes.

It is difficult, in point of fact, to determine precisely what taste most largely predominates in each nation; the truth is that everywhere the subjects treated of are so varied that the characteristic trait of each nation has disappeared, jumbled amongst those of other nations, especially since the Germans—progenitors of the picture post card—have pressed the three-color process and photography into the service of the industry.—Boletin de la Industria y Comercio del Papel.

## Advertising Value of Cards

The advertising manager of an Omaha department store recently hit upon a novel method of advertising a special sale of white goods. View postal cards were sent out to a list of customers known to the various department heads and the older clerks in these departments. The back of the card was nothing more than a picture of the store building done in two colors. On the address side was printed from a plate in facsimile of hand writing a bit of information about the sale.

## SIGNED IN FRIEND'S NAME.

These cards were signed in ink under the names of the several clerks and managers who had turned in the names. The



FOR HALLOWE'EN—AMERICAN NEWS COMPANY.

following account of the success of the plan, as told in Playthings, is indeed gratifying to the sponsors for personal advertising. The department store advertising manager tells the following of his plan and how it worked out:

"I found on the shelves in the advertising room about two thousand post cards bearing a three-color, half-tone cut of the store. The regulations permitting a message on the front, I wrote out a short one and had it reproduced in facsimile. (Cost 75 cents.) This was printed in greenish

black ink at the left end of the address side of the cards.

## SECURED NAMES FROM CLERKS.

"By dint of considerable urging I got a dozen or so of the older salespeople to make up lists of their personal acquaintances, and cards were addressed to these names, the salesperson's name being signed to the message on each card sent to the addresses furnished by that salesperson. Of course, there was no similarity between the chirography of the message and that of the signature, and I worried a bit over that circumstance. But it seemed to make no difference.

"Next day, after the cards were mailed, the responses began to come in. One woman came into the muslin underwear section with her post card in her hand. She hunted up the saleswoman whose name was signed to the card and said: 'Minnie, I didn't know you were having a sale until I got your card.' She bought \$22 worth that morning.

## ONE WOMAN CAME 40 MILES.

"Another woman came from a town 40 miles away to the silk section—and brought her card along. Her purchase amounted to \$49. These two instances came directly under my personal observation; goodness knows how many others were of the same kind.

"Then we had an expert 'shopper's guide' in the store—a woman who steered folks around from department to department and helped them make selections. She furnished me with about four thousand addresses of people who, she thought, might not know that she had come into our service. A special message was prepared for her post cards, and her named signed to it. Lamentable lack of foresight characterized my handling of this lot. I had the whole lot of cards mailed at one time.

## TOO MANY REQUESTS FOR GUIDE.

"The second day afterwards the guide was in trouble—and she passed the blame on to me, 'You've got me in bad,' she said. 'Why in the world didn't you string those cards along, 25 or 50 at a time? These folks are coming in so thick I'm about crazy trying to see them all and take care of them!'"

The above account shows the result not only of good advertising, but of excellent personal appeal work. He elicited the able assistance of his employees in a most ingenious and resultful manner.—The Novelty News.

## Post Cards Given with Candy

Post cards are used as premiums by the Niemeyer & Wiley candy shop of Kissimmee, Fla. These cards are done in color and are given free with every purchase of half pound or more.

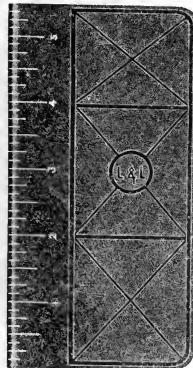
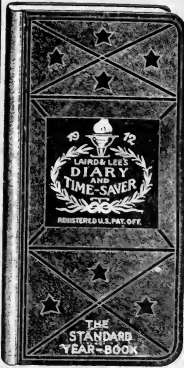
Subscribe for THE STATIONER—It pays.

IT WILL PAY You to Place Orders Now with Your Jobber, News Company or direct with us, for Fall Delivery.

# THE KING OF DIARIES

Laird & Lee's Diary and Time-Saver

1912 Edition—15 Month's Diary beginning Oct. 1, 1911. 1910 Census of Cities of 10,000 and up.



**HANDY RULER** for Quick Measuring on back cover; 14 pages maps in colors, including new one of Panama Canal and Zone, and Conservation, Irrigation and Forest Areas, Indian Reservations, etc. Combination Stamp and Ticket Holder (patent pending). How to Deposit Money in U. S. Postal Savings Banks — Moon's Phases for 1912, and many other encyclopedic features.

Substantially bound in leather, gilt edges **25c**

Size, 2 7/8 x 3 7/8 in. Inside Back Cover. Ruler on Back Cover.

Supplied by all wholesale stationers, news companies, jobbers or direct by

**LAIRD & LEE - PUBLISHERS - CHICAGO**



## Calendars

Holly Cardy

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Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

*"It's to your advantage to send for Samples to-day."*

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Manufacturers since 1898



## STORE LIGHTING

**Adequate Illumination Is One of the Most Vital Factors in Merchandising—Great Transformation in Recent Years.**

Half a century ago, says C. W. Patman in Playthings, the principal problem in artificial illumination was how to obtain enough light. At different periods since, various forms of illumination have been used until undoubtedly the highest stage of development has been reached by the use of electric light. Within the last two decades, since electricity has been introduced for lighting purposes, one after another of the largest and smallest merchants realized that it was not now a matter of obtaining sufficient light, but of securing scientific or most profitable distribution of the illumination.

There are several forms of different electric light sources available for the use of the retail store today, every one of which is excellent and every one of which differs from any other solely in the matter of bringing out color values

### CAN YOUR PRESENT SYSTEM BE IMPROVED?

It has been said that goods well displayed are half sold, and no factor known to modern science has yet proved of so great a value in selling goods as perfect illumination. It is now nevertheless true that lack of attention to details connected with lighting the store is prevalent in hundreds of instances. When it is considered that most profitable results can be obtained by a slight readjustment of the lighting facilities already installed, or the changing over of the lamps from incandescent to Mazda, Cooper-Hewitt, Linolite, Nernst, or some other modern form of scientific lighting, this non-attention is extremely surprising.

The installation of a good lighting system in any store will first increase the quality and quantity of the light; secondly, make the salespeople more efficient; thirdly, attract customers to all kinds of articles which they would otherwise overlook, and chief of all show excellent returns on the investment made.

Stores are becoming individually larger, and in a vast number of them it is found absolutely necessary to use artificial illumination during the entire number of hours the store is open to the public. Such large New York concerns as John Wanamaker, Gimbel Bros., R. H. Macy & Co., Saks & Co., Siegel-Cooper Co., etc.; Philadelphia houses of the magnitude of Lit Bros., H. N. Snellenburg, John Wanamaker, Gimbel Bros., etc.; Chicago retail emporiums, such as The Fair, Marshall Field & Co., etc.—in fact, in every large and small city throughout the United States, stores will be found where this condition exists.

One statement that retailers should make careful note of in connection with ade-

quate lighting is that every hour in the day during which sales are taking place modern electric lighting brings up the volume of sales to as much as could be obtained under natural daylight conditions. In other words, the maximum volume of sales is transacted, presuming, of course, that the salespeople are intelligent and energetic persons.

### BRINGING OUT THE COLOR VALUES.

In a toy department so much depends upon the natural color values being brought out, whether it is in connection with white plaster statuettes of popular comic supplement heroes, such as Mutt and Jeff, with their delicate brown shadings, the latest character dolls, dolls exact prototypes of women of today in various walking, evening, operatic and theatrical costumes, whether a railroad train in bright hued colors or some new electrical novelty is being displayed—in fact, every toy needs to be shown under the best and brightest light conditions to result in more sales being made.

In the receiving department or in the store itself it is most satisfactory for the inspector to detect any flaws, faults or scratches which may appear in any toy, doll or similar article before it is placed in stock, and similarly the customer appreciating perfect goods will go away with and always entertain a high opinion of the goods which the store sells.

### SAVING THE TIME OF THE SALES FORCE.

Another matter in connection with the lighting is with regard to the matter of the time taken to effect sales. Store managers, department heads and salespeople themselves will tell you—if you do not already know—that women, who form the greatest shopping element, occupy far more time making a purchase than is at all necessary. After spending half an hour to an hour and a half inspecting toys of every variety, a woman will finally purchase a spool of thread and order it to be sent to her home. It has been demonstrated very satisfactorily in a number of stores that this indecision on the part of women buyers is largely due to the excuse afforded them to overhaul pretty nearly every article in the particular section they seize upon to keep in touch with all the latest styles, etc., by poor lighting facilities. If the goods for sale are shown under the strongest of lights, bringing out the true color values and every detail of the article to be sold, comparatively few women—outside of the usual store cranks—will paw the goods over, for naturally their inner consciousness of the knowledge that they are not going to make a sale at this particular counter prevents them from keeping up the process very long.

### LESSENS PETTY THEFTS.

All non-productive motions reduce the output. A good lighting system does not

require lamps to be moved about, adjust cords, reflectors, etc. Neither should it be necessary to take goods to the light in order to be able to see them.

Another matter in connection with the perfect lighting of a store is in the matter of petty thefts by customers and by store help taken on during rush periods. A vital factor in connection with lighting also is that in regard to the prevention of accidents. The recent horror caused in Washington Square, New York City, in a building in which a number of girls were employed, and which resulted in the death of over fifty employees, was entirely due to the absence of sufficient illumination to show the exits from the different floors. Similar conditions are likely to obtain in any large or small retail store in which a fire breaks out. Girls always become panic stricken and rush helter skelter to save themselves, as they oftentimes foolishly imagine.

The writer cannot do better than conclude this article with excerpts from an excellent address delivered recently by J. M. Smith, electric lighting expert:

### REGARDING FACTORY ILLUMINATION.

"The personal element of satisfactory conditions for the operator is of attention-demanding importance. Psychological effects may be vaguely understood, but they exist. As it grows dark in the afternoon, the natural impulse is to relax and prepare for rest—that's just Nature—but we can arrange our artificial lighting so that the passing from day to dark will be very little noticed. A light colored, well illuminated room suggests awakeness, not sleep.

"The great enemy of efficiency is fatigue. Fatigue is necessary to production; but, if it must exist, let it be as a result of productive labor. A poor lighting outfit tires the eyes which in turn tire the whole being. Is the present lighting system taking the employees' strength and giving no returns?

"Then there are accidents—'even in the best regulated factories'—but they may be materially reduced by providing an illumination which makes slips and entanglements less likely.

"Everything that promotes the health, comfort and efficiency of the worker helps to get and keep a satisfactory working force and satisfaction is the best antidote for labor troubles.

### EFFECT ON WORKING FORCE.

"With labor conditions as they exist in many parts of the country today, it is imperative to do everything to retain an efficient working force. Usually the employees are quick to recognize efforts made toward improved conditions, but at the same time are suspicious of any change that may in any way reduce their output and thus their earnings. A well-

(Continued on page 35.)



6 & 12 lb. Pails  
6 oz. Jars

Write for Dealer's Prices  
on Full Line

The reason that Consumers always come back for *more* of  
**Day's White Paste**

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

**A PERFECT PASTE FOR ALL PASTE USES**

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.

Our prices to dealers will interest you. Write for them.

**DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.**



**Mr. Stationery Dealer** Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

**The Detroit Coin Wrapper Co.**

Detroit, Mich.

Toronto, Ont.

**EAGLE LEOPARD PENCIL No. 827**

(Pat. Ser. 2, 111)



An attractive pencil with provel and repel movement, finished in assorted colors of red, purple, orange, blue, green and yellow with no ka dot design. Packed 1 dozen pencils in a box, with 1 dozen small metal boxes, each containing three extra black leads; and one-half gross in a flat display carton.

**EAGLE PENCIL COMPANY - 377-379 Broadway - NEW YORK**

**700 NUMBERS  
1000 NEW DESIGNS**

Guest, Tally, Halloween, Valentine, St. Patrick, Easter and other special cards.

Absolutely the finest line of new designs ever yet offered to the Stationery Trade in the United States.

**700 NUMBERS 1000 NEW DESIGNS**

IT MEANS INCREASED BUSINESS FOR YOU

**CHAS. S. CLARK CO.**

ST. LOUIS, U. S. A.

It won't hurt to advise us of your interest, our salesman might miss you.

**Window Displays**

of inks and adhesives can be used to distinct advantage in boosting your sales of these much needed articles.

All

**Carter's Inks**

Mucilage and Paste

packages are put up as attractively as possible with labels and general appearance intended to help the dealer realize a quick return on his money.

**Carter's Writing Fluid**

The best general ink for Office and Home.



**UNION ENVELOPE COMPANY**

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

RICHMOND, VA.

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

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designed system of illumination—one which actually delivers the light as required—will not be opposed if given a fair trial. Sometimes one or two old and valued workers will demand 'the same as we have always had,' and individual concessions to them may be advisable; but real illumination which makes good work and more of it possible and easy will be as pleasing to the employees as provision of ice water and electric fans. The manager will naturally ask, 'What method or system satisfied the conditions here named?' There are many systems and each has its advocate, more or less prejudiced by commercial affiliation. The writer must confess to such prejudice himself.

"Any one desirous of remodeling his lighting installation should bear in mind always that this object is to improve the quality and increase the quantity of his output. This is the only consideration. To accomplish this the installation must be planned by one who knows not only the lighting business, but who knows the purposes to which it is put.

"Matters which may seem trivial can determine the choice of one system in preference to another. One installation may be perfect for light colored goods and quite out of the question for dark. It is obvious that a thorough knowledge of the conditions to be met, as well as the illuminants available, is necessary to the solution of the problem."

### A Sweeping Condemnation

In a sermon against fiction, in which he classed newspaper stories, magazines, and novels as the chief things that militate against religion and right living, a minister of Los Angeles, speaking at a Seventh Day Adventist meeting at Portland, Ore., recently urged truth seekers to cast them out of their homes.

"Satan has been making millions of lies," he said. "Some people call them novels. Books and magazines and newspaper stories are written by the thousands, full of lies, and our children are reading them. They are forced to read them in our schools, or they will not be permitted to graduate. From the fairy tales of the cradle we are teaching falsehoods. That is the reason this is an age of scepticism.

"I see people shedding tears over the troubles of the imaginary hero of some popular novel; but who ever sheds a tear when one reads of the toils of the hero of the New Testament? We waste all our tears on the devil.

"I feel more hope for the home I enter to find the whisky bottle on the table, than for the home I enter to find its table littered with the devil's lies, in popular novels and magazines. The only right way is to throw out of the home every bit of reading that does not make one turn with love to the Bible, which is the only book that has truth."



## Suppose YOU, Mr. Dealer, Were Designing a LOOSE LEAF Line—

- Q Would you study your customers' needs first?
- Q Certainly!
- Q That is just what WE have done, in putting the biggest of all loose leaf lines on the market.
- Q We studied the AVERAGE needs of ALL CLASSES of loose leaf consumers.
- Q And our "STANDARD" and "SIEBER & TRUSSELL" lines meet these average requirements BETTER than they have ever been met before!
- Q You will agree, when you see the samples.
- Q WAIT for the B & P Man! It won't be long, now.

## Boorum & Pease Loose Leaf Book Co.

MANUFACTURERS OF

"Standard" and "Sieber & Trussell"  
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St. New York      FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York      Republic Bldg., Chicago, Ill.      220 Devonshire St., Boston, Mass.      4000 Laclede Ave., St. Louis, Mo.



## B & P are Squarely WITH THE DEALER

- Q When we turn down big consumer orders amounting to thousands of dollars, offered us direct, we are keeping faith with YOU, Mr. Dealer.
- Q "B & P-sell-only-to-the-trade."
- Q That's the INVARIABLE answer,—not sometimes, or now-and-then, but ALL the time!
- Q We believe in Co-operation "That REALLY CO-OPERATES."

## Boorum & Pease Company

MANUFACTURERS OF

STANDARD BLANK BOOKS  
The Line of 10,001 Numbers

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y.      FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York      Republic Bldg., Chicago, Ill.      220 Devonshire St., Boston, Mass.      4000 Laclede Ave., St. Louis, Mo.

## Notes on New Books

### The Most Popular Books

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending September 13, as follows:

Schreiner's *Woman and Labor*, Wagner's *My Life*, Browne's *Everywoman*, Maeterlinck's *Blue Bird*, London's *Cruise of the Snark*, Carleton's *One Way Out*, Brewer's *Art of Aviation*.

### New Edition of Poe's Tales

An octavo volume of 392 pages containing the tales of Edgar Allan Poe has been added to "The Popular Library of Notable Books" (Thomas Y. Crowell & Co., \$1.25). It is a well-printed and well-edited book. The library now numbers twenty-seven volumes, each of which contains one of the world's literary masterpieces.

### How to Use Books

Gilbert O. Ward, of the Cleveland Public Library, thinks it would be a good thing to give young persons, such as high school students and library apprentices, a course of elementary instruction with reference to books. He has accordingly prepared a manual entitled "The Practical Use of Books and Libraries," which he believes teachers and librarians will be able to use with good results. (Boston Book Company.)

### Motorists, Here's the Law

Makers and owners of automobiles, as well as lawyers, will be interested in a work by Berkeley Davids of the District of Columbia bar, entitled "The Law of Motor Vehicles" (Edward Thompson Co., Northport, N. Y.). The author has undertaken through study of legislative enactments and court decisions to determine what are "proper" vehicles, and what is the "proper" mode of operating them.

In his view the unwritten law relating to these questions has been developed to such an extent that it may be said that all of its fundamental rules have been established. Although in a few States the Legislatures have taken no action, and in some other States the enactments are somewhat fragmentary, it seems to Mr. Davids that there already exists in this country a "well rounded out code of rules designed to protect the public who use the highways, and also owners and drivers of vehicles."

He presents his conception of this code in a lucid and well-arranged treatise, taking note of practically all questions likely to arise with respect to the rights and

privileges of all concerned. He also publishes in full the motor vehicle statutes of the States, the United States, the Dominion of Canada, the Canadian Provinces and Great Britain.

In addition to all this matter, Dr. Davids has a chapter in his book relating to aviation. The law of aviation, he says, promises to be a matter for serious consideration by lawmakers and courts. At this moment he thinks it profitable to consider the views that have been expressed on the subject in America and abroad, and to discuss briefly some of the problems that are certain to arise.

### An Opportune Angel

Jessie F. Hogg's "The Angel Opportunity" (American Tract Society, 75 cents) is a pretty and well-told story of all the many things that happened in a village in Scotland when a family of three little girls and their mother went there to live for a while after years spent in West Africa, where the father of the children was a medical missionary. One of the girls is a sweet-natured lassie whose head is usually in the clouds, and who has a sure instinct for doing the right thing at the right time. This knack of hers sets going so many trains of circumstances that end in much good for everybody concerned that she is called "angel opportunity." A dainty love story threads along through the book, but is not too much emphasized, and there are plenty of all manner of happenings to diversify the interest. It is a pleasing story for young girls.

### Romance with the Sheep

Much accurate and detailed information about sheep raising, as well as stirring accounts of many exciting events, can be found in Edwin L. Sabin's "Circle K; or, Fighting for the Flock" (Crowell, \$1.50.) The book is a new volume in Mr. Sabin's series of tales for boys descriptive of life as it really is on Western ranches, and readers of the former books, "Bar B Boys" and "Range and Trail," will renew acquaintance in it with many old friends. But the cattle ranch people who figured in the former volumes have been driven, in the new book, by irrigation enterprises and the fencing off of the range, to take up the raising of sheep.

The incidents of the book carry the two lads, who are prominent figures in the series and the one-time cowboys, through a great variety of exciting experiences in Western Colorado—the driving of the sheep northward, their management in a storm,

shearing time, encounters with cattlemen, watching for coyotes, an adventure with a bear, and a rousing time in pursuit of some particularly bad men.

### Dear Old Mother Goose

A new distinction has come to dear old Mother Goose; her charming rhymes have been put into a schoolbook called "A Mother Goose Reader," prepared by Charles W. Mickens and Louise Robinson for use by children who have been graduated from primer classes. All the rhymes appear in the reader, and each of them is followed by a lesson distinctly relevant to the story told in the rhyme. The authors believe that children who use their book will make extraordinarily rapid progress in learning to read. (Silver, Burdett & Co.)

### LATEST PUBLICATIONS

#### HISTORY AND BIOLOGY.

"The Story Life of Washington." By Wayne Whipple. 8vo. Philadelphia: John C. Winston Co. Two volumes. \$3.

"The Relations of the United States and Spain. The Spanish-American War." By French Ensor Chadwick. 8vo. New York: Charles Scribner's Sons. Two volumes. \$7.

#### LITERATURE,

##### INCLUDING POETRY AND ART.

"Some Aspects of Thackeray." By Lewis Melville. 8vo. Boston: Little, Brown & Co.

"The Midnight Mummer and Other Poems." By Thornwell Jacobs. 12mo. Atlanta: The Redbook Co.

"Songs of Courage and Other Poems." By Bertha F. Gordon. 12mo. New York: Baker, Taylor Co.

"The Book of Scottish Poetry." Edited by Sir George Douglas. 12mo. New York: Baker, Taylor Co. \$2.50.

"The Classic Point of View." By Kenyon Cox. 12mo. New York: Charles Scribner's Sons. \$1.50.

"Art in France." By Louis Hourtice. 12mo. New York: Charles Scribner's Sons. \$1.50.

#### RELIGION.

"World Missions from the Home Base." By Joseph Ernest McAfee. 12mo. New York: Fleming H. Revell Co. 75 cents.

"The Glory of the Ministry." By A. T. Robertson. 12mo. New York: Fleming H. Revell Co. \$1.25.

"The Gosepls for Both Worlds." By Edward Eels. 12mo. Boston: Sherman French & Co. 60 cents.

"Ecclesiastes; or, the Preacher." 12mo. Boston: Houghton Mifflin Co. (Riverside Press edition.)

#### TRAVEL AND DESCRIPTION.

"Java, Sumatra, and the Other Islands of the Dutch East Indies." by A. Cabaton. 8vo. New York: Charles Scribner's Sons.

"A Tour and a Romance." By Alice E. Robbins. 12mo. New York: Baker, Taylor Co. \$1.50.

"A Cornerstone of Colonial Commerce." By John A. Stoughton. 12mo. Boston: Little, Brown & Co. \$1.50.

FICTION.

"Mary Midthorne." By George Barr McCutcheon. 12mo. New York: Dodd, Mead & Co.

"The Charm." By Alice Perrin. 12mo. New York: Desmond FitzGerald.

"The Heart of a Woman." By Baroness Orczy. 12 mo. New York: George H. Doran Co.

"The Measure of a Man." By Norman Duncan. 12mo. New York: Fleming H. Revell Co. \$1.25.

"Redeemed." By Mrs. George Sheldon Downs. 12mo. New York: G. W. Dillingham Co. \$1.25.

"That House I Bought." By Henry Edward Warner. 12mo. New York: G. W. Dillingham Co. 75 cents.

"The Soundless Tide." By F. E. Crichton. 12mo. New York: Baker, Taylor Co. \$1.20.

"Miss 318." By Rupert Hughes. 12mo. New York: Fleming H. Revell Co. 75 cents.

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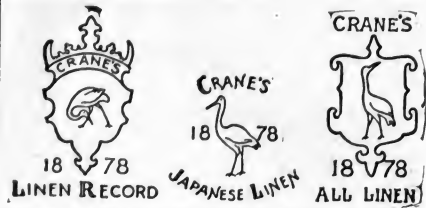
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